

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: MAXWELL STREET DAYS

Event Organizer/Sponsor: GREATER STATE STREET BUSINESS ASSOCIATION

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

☒ Yes ☐ No

**MANDATORY:** State Sales Tax Exemption Number: ES#: 39-1656968

**OPTIONAL:** Federal Tax Exempt Number: 39-1656968

Address: PO BOX 1001

City/State/Zip: MADISON, WI 53703

Primary Contact: SEAN SCANNELL

Work Phone: 608-251-4051

Email: sean@thesoapopera.com

Phone During Event: 608-921-7420

Website: www.maxwellstreetdays.org

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

Secondary Contact: Amy Moore

Work Phone: 608-255-7372

Email: amy@littluxuriesmadison.com

Phone During Event: 608-255-7372

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

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

Estimated Attendance: 25-30,000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☐ Yes ☒ No

Hours: \_\_\_\_\_ to \_\_\_\_\_

## EVENT CATEGORY

- ☐ Run/Walk ☐ Music/Concert ☐ Festival ☐ Rally ☐ Parking (i.e., bagging meters)  
☒ Other: SIDEWALK/STREET SALE

## 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 100-600 STATE STREET, 711 STATE-University Book Store, 200 BLOCK N. HENRY

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: JULY 20,21,22, 2018

Event Start and End Times: Fri, Sat. 8 - 6, Sun 10 - 5

Rain Date (if any): none

Set-Up Start Time: 6:30-8:00 am, Fri, Sat., Sun 8 - 10

Take-Down Start Time and End Times: 6 - 7:30 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 ☒ No

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

☒ Yes ☐ No

SPS 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 2-27-2018

## **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:*

### **MAXWELL STREET DAYS**

**JULY 20, 21, 22, 2018**

#### **JULY 20 AND 21 (FRIDAY AND SATURDAY)**

**SET UP: 6:30 – 8:00 AM**

**EVENT HOURS: 8:00 AM – 6:00 PM**

**CLEAN UP AND SHUT DOWN 6:00 – 7:30 PM**

#### **JULY 22(SUNDAY)**

**SET UP: 8:30 – 10:00 AM**

**EVENT HOURS: 10:00 AM – 5:00 PM**

**CLEAN UP AND SHUT DOWN: 5:00 – 6:30 PM**

# **MAXWELL STREET DAYS July 20 - 22, 2018**

## **EVENT AND NOTIFICATION SCHEDULE**

### **EVENT SCHEDULE**

#### **JULY 20 AND 21 (Friday and Saturday)**

**Set up 6:30 – 8:00 AM**

**Event hours: 8:00 AM – 6:00 pm**

**Clean up and shut down 6:00 – 7:30 PM**

#### **JULY 22 (Sunday)**

**Set up 8:30 AM – 10:00 AM**

**Event hours 10:00 AM – 5:00 PM**

**Clean up and shut down 5:00 PM – 6:30 PM**

### **Maxwell Street Days 2018 Notification Schedule**

I have notified Alder Mike Verveer, District 4 and Alder Zach Wood, District 8 via email 2/27/2018 on the City of Madison email system ([district4@cityofmadison.com](mailto:district4@cityofmadison.com) and [district8@cityofmadison.com](mailto:district8@cityofmadison.com), respectively). They are also welcome to attend GSSBA board meetings and have been notified of them.

Businesses will be notified before Friday, March 31, 2018 by hand delivery of applications to the businesses via the BID Ambassadors and the event coordinator. Notices will also be sent via the BID weekly newsletter and the GSSBA bimonthly meeting notices.

Information is also available on our website: [www.maxwellstreetdays.org](http://www.maxwellstreetdays.org)

**2/27/2018**

Greater State Street  
Business Association  
PO Box 1001  
Madison, WI 53701-1001



3/01/2017

Dear fellow State Street Business,

Maxwell Street Days is fast approaching on July 14– 16, 2017. As you know from the past this is the premier event for State Street each year. All the monies collected go towards expenses and advertising the event and any left overs are used the balance of the year to promote State Street as a great place to visit and shop.

If you are not going to participate, please consider joining GSSBA as a member for \$110. You get a byte line on the BID map plus help support advocacy and advertising State Street. A great value!

If you would like to participate in Maxwell Street Days, please fill out an application and mail it before June 1<sup>st</sup> to save \$100 on your fees. You can go to [www.maxwellstreetdays.org](http://www.maxwellstreetdays.org) to get an application or find out more about the event.

Feel free to call me with any questions or concerns.

Sincerely,

John B. Hutchinson

Maxwell Street Days Coordinator

608-239-2093 (cell)

[jhutch@fontanasports.com](mailto:jhutch@fontanasports.com)

# Greater State Street Business Association

## 2017 MAXWELL STREET DAYS and GSSBA Membership Application

July 14, 15, & 16, 2017

### Contact Us!

**Maxwell St. Coordinator**  
John Hutchinson  
Fontana Sports  
239-2093  
jhutch@fontanasports.com

**President**  
Sandra Torklidson  
A Room of One's Own  
room@chorus.net  
257-7888

Maxwell Street Days  
Information At  
maxwellstreetdays.org

**Final Sign Up  
Date - June 16th!**



Maxwell St. Days  
fees are used to  
cover advertising,  
street closing  
permits, clean-up  
and other event  
expenses!

**G.S.S.B.A.**  
P.O. Box 1001  
Madison, WI 53701-1001  
www.maxwellstreetdays.org

Business Name	
Address / City / State	
Business Owner	Contact Person
Phone Number	Fax Number
E-mail Address	Website
WI Seller's Permit #	
Description of goods to be sold	
*Please fill in completely to ensure information is current	

### Maxwell St. Days 2017 Fees:

\*Please check applicable box

- |   |          |
|---|----------|
| <input type="checkbox"/> G.S.S.B.A. Membership <u>ONLY</u><br>(Does not include Maxwell Street participation)                           | \$110.00 |
| <input type="checkbox"/> G.S.S.B.A. Membership &<br>Maxwell St. Days Vendor Participation<br>(If paid by June 1st)                      | \$300.00 |
| <input type="checkbox"/> Late Fee for Maxwell Street Vendor Participation<br>(after June 2nd)   | \$100.00 |
| <input type="checkbox"/> Each Additional Location for Maxwell St. Days<br>(Second business with same ownership or additional locations) | \$200.00 |

Total Enclosed \$ \_\_\_\_\_

\*Please make checks payable to: GSSBA P.O. Box 1001 Madison, WI 53701-1001

\*If you plan to cook or sell food outdoors, you may need additional permits from the City. Please be on the lookout for a letter regarding this.

### Relocation and second spaces will be assigned after June 20th

- |   |  |
|---|--|
| <input type="checkbox"/> We would like to be relocated.<br>We would prefer these locations: | <input type="checkbox"/> We would like additional locations.<br>We would prefer these locations: |
|---|--|

1) \_\_\_\_\_

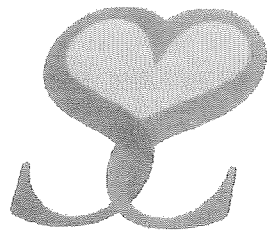
1) \_\_\_\_\_

2) \_\_\_\_\_

2) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



Visit the Heart of Madison

**State Street**

Greater State Street Business Association

## Greater State Street Business Association

*Supporting downtown growth for 27 years!*

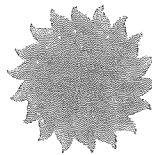


### Cars on State

**June 3, 2017**

GSSBA is sponsoring 'Cars on State - Classic Car Show' on State Street, Saturday June 4 from 10 am to 3 pm. Vintage autos from Model T's to muscle cars will line State Street, making it a perfect day to come downtown.

[www.carsonstate.com](http://www.carsonstate.com)



### Maxwell St. Days

**July 14-16, 2017**

Founded in 1976 by Martin's, a locally owned retailer. For 41 years, Maxwell Street Days have provided bargains, culinary delights and festivities to over 30,000 annual attendees. One of the busiest weekends of the year, approximately 100 businesses participate in this summer festival. Exclusive Event open only to GSSBA Members.

[www.maxwellstreetdays.org](http://www.maxwellstreetdays.org)

### Working closely with the Downtown BID

GSSBA works closely with downtown Business Improvement District 1 representing issues affecting State Street area Businesses and providing extra funding for co-operative advertising.

### Downtown Map & Guide "Byte Line"

Exclusive GSSBA member benefit: receive the benefit of a "byte line", or short descriptive phrase, in your business listing in the Business Improvement District's Downtown Map & Guide with membership.

#### OUR MISSION:

*To enhance the greater State Street area through community outreach, marketing, promotions, open communication with city agencies as well as interacting with the surrounding neighborhood associations.*

Founded in 1989, the Greater State Street Business Association (GSSBA) includes over 100 businesses and individuals dedicated to the quality, safety and positive commercial climate in downtown Madison.

Bimonthly meeting are held January, March, May, July, September and November on the second Wednesday of that month at 1:00 pm at Tutto Pasta, 305 State Street. Members are always welcome to attend. Notices are posted on the BID weekly update newsletter. The meetings are designed to keep an open dialogue with merchants, restaurateurs, property owners, public officials, law enforcement and anyone dedicated to the betterment of downtown.

**G.S.S.B.A.**

**P.O. Box 1001**

**Madison, WI 53701-1001**

GSSBA membership runs June 1 through May 31. Annual dues for GSSBA membership are \$110 and are not pro-rated. Membership is open to all businesses and property owners located on State Street, the Capitol Square and blocks that have frontage on these areas.

[www.maxwellstreetdays.org](http://www.maxwellstreetdays.org)

## 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](mailto: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](#).

#### ***Provide Detailed Event Site Map:***

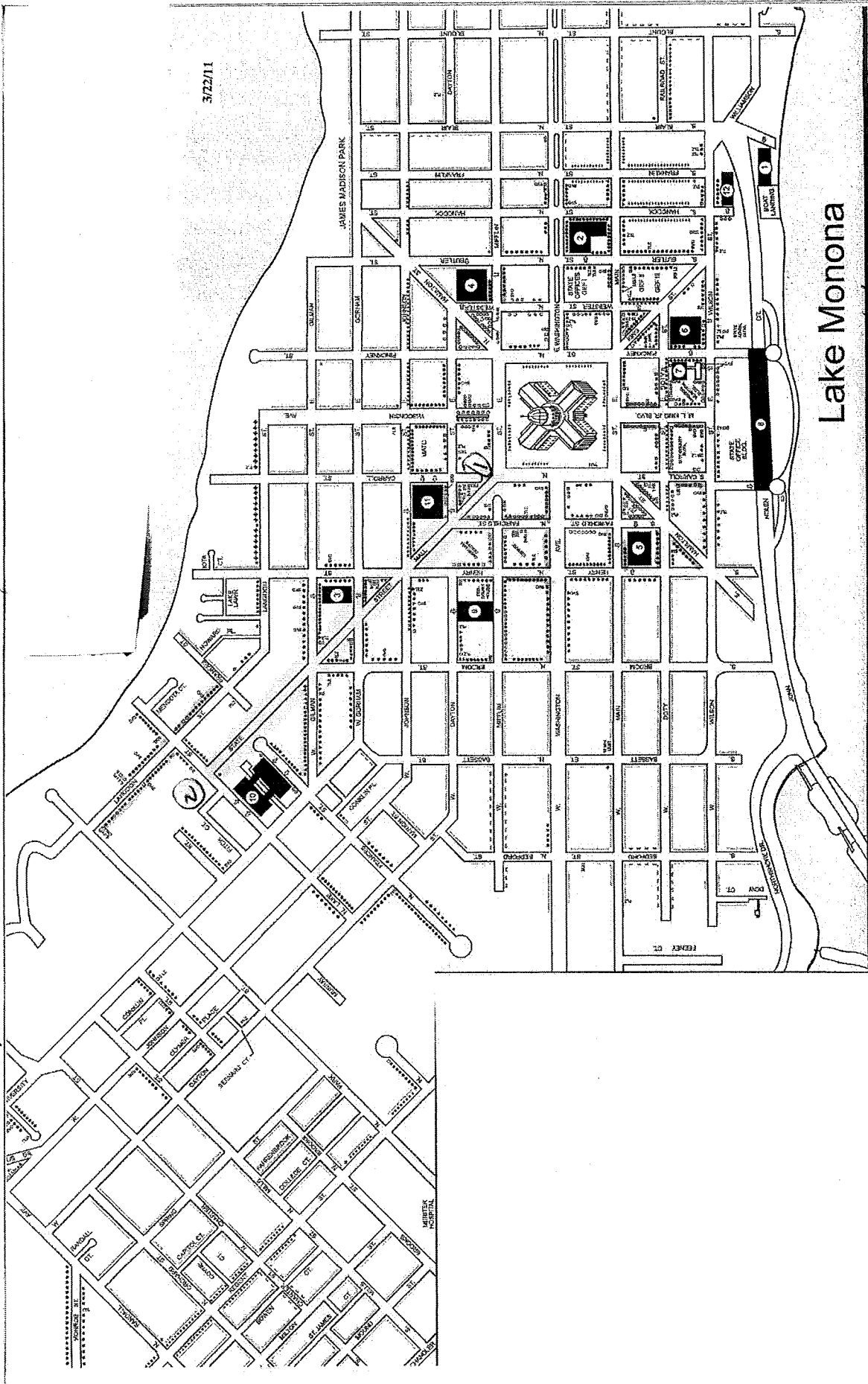
Event runs from the crosswalk at the top of the 100 block of State Street to the front of the University Book Store in the 700 block of State Street. It includes the entire 100 block to the 600 block of State Street. It also includes the 200 block of North Henry Street.

There will be a 20 foot wide emergency vehicle lane throughout the entire length of State Street and 200 block of North Henry Street.

Vendors will leave a 4 foot wide lane between the store front and the sidewalk set up of there vending.

There will be 2 dumpsters: one in the 100 block of North Henry Street and one in the

# Maxwell Street Days Map



Lake Monona

- ① Starts at crosswalk on top of 100 block of State University Parkstone
- ② Extends to space in 700 block in front of University Parkstone



## 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:***

See attached plan

# **GSSBA Maxwell Street Days Street Pick Up Procedures**

## **July 20, 21 and 22, 2018 Mad Rollin Dolls**

**Meet at Fontana Sports, 216 N. Henry St. each day. There will be a place to store supplies for the event and your personal belongings while you are working.**

**4 people per needed per time slot all day. Sunday could get away with 3 people.**

**Friday: 7:30 – 10 am – set up garbage and recycle cans. Need to get them from the corner, put in trash bags and spread them out on the street. Set up barricades on street corners and hang Maxwell Street Days signs.**

**10 am – 6 pm empty all trash cans, including city cans as they begin to fill and replace the garbage bags. Take trash bags to dumpsters.**

**6-7 pm Turn over all non-city trash and recycle containers so they don't fill up overnight. Pick up any trash that is spilled over the containers. Move barricades to corner of streets for placement next morning.**

**Saturday: 7:30 am – 6:00 pm – Same as Friday. First group turns the cans and containers over, put in new trash bags if needed. Replace barricades and signs.**

**6-7 pm Turn over all non-city trash and recycle containers so they don't fill up overnight. Pick up any trash that is spilled over the containers. Move barricades to corner of streets for placement next morning.**

**Sunday: 10:00 am – 5:00 pm – First group turns the cans and containers over, put in new trash bags if needed. Replace barricades and signs. After that they check the containers and replace bags when needed. Otherwise it is the same as Friday.**

**5 - 6 pm - Pick up any trash that is spilled over the containers. Take all bags out of containers and move all containers to the corner. Keep them together. Do not move the city containers. Move barricades to corners and bring signs back to Fontana Sports.**

**Questions: Sean Scannell, The Soap Opera. Cell (608) 921-7420**

# **Maxwell Street Days 2018**

## **City of Madison support and supplies needed**

**Event Date: July 20, 21, 22, 2018**

**Event Title: Maxwell Street Days**

**Event Location: 100 – 600 blocks State Street, 200 Block North Henry St. and 700 block University Book Store**

**Phone 608-921-7420 (cell), 251-4051 The Soap Opera**

**Email: sean@thesoapopera.com**

**Collection Service and containers to be provided by City of Madison**

**22 additional trash barrels: to be located on each block:**

**100 Block – 2    200 to 600 blocks – 4 on each block.**

**20 Additional Recycling containers - Placed same as the trash barrels on 200 – 600 blocks.**

**2 Garbage Dumpsters:**

**1 on 300 Block N. Henry Street**

**1 On 400 block of N. Frances Street**

**20 Barricades as shown on attached plan**

**Bus Route Disruption for 3 days**

# Maxwell St Days - Barricade Plan



Totals  
20 Barricades

On State St at Gilman St (W Side)  
2 Barricades

On State St at Gorham St (W Side)  
2 Barricades

On State St at Johnson St (W Side)  
2 Barricades

On State St at Carroll St (W Side)  
2 Barricades

On State St at Dayton St (W Side)  
2 Barricades

On State St at Gilman St (E Side)  
2 Barricades

On State St at Gorham St (E Side)  
2 Barricades

On State St at Johnson St (E Side)  
2 Barricades

On State St at Dayton St (E Side)  
2 Barricades

On State St at Lake St (E Side)  
2 Barricades

Drop Off Set Up Barricades 7am Friday  
Pick Up Monday

## STREET EVENT MARKETING INFORMATION

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

Do you have marketing information?

X ☐ Yes ☐ No

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

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

Madison Newspapers, Radio, Posters, Internet site

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

NO

### 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: MAXWELL STREET DAYS

Location: 100-700 BLOCKS OF STATE STREET, 200 BLOCK OF NORTH HENRY

Public Contact Phone: 608-251-4051

Website: www.maxwellstreetdays.org

Admission Cost: FREE

Date of Event: JULY 20, 21, 22, 2018

Beginning/End Time of Event: FRIDAY AND SATURDAY 8 – 6, SUNDAY 10 - 5

Two sentence description of event (for internet calendar):

MADISON'S ORIGINAL STREET SALE SINCE 1976! ENJOY STATE STREET SHOPPING BARGAINS AND ORIGINAL FOODS – OVER 75 VENDORS INSIDE AND OUTSIDE ON THE STATE STREET.

# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "Maxwell Street Days" will be held July 20, 21, 22, 2017 at 100 through 600 blocks of State Street, 700 block in front of Univesity Book Store and 200 block North Henry Street.

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Maxwell Street Days" (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 PRIMARY CONTACT: Sean Scannell.

### 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 (ENTER CONTACT NAME & CELL PHONE NUMBER)

### 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 Sean Scannell 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 Amy Moore 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: Sean Scannell.
- 6. Parking for vendor and staff vehicles will be: City Parking Ramps.
- 7. Parking for attendee vehicles will be: City Parking Ramps.

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

Primary Contact	Sean Scannell	608-921-7420
Secondary Contact	Amy Moore	608-255-7372
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 261-9694