

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Eastside Farmers' Market

Event Organizer/Sponsor: Eastside Farmers' Market, Inc.

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: P.O. Box 3082

City/State/Zip: Madison, WI 53704

Primary Contact: Mary White Work Phone: 608-698-2401

Email: honeybeecollective@gmail.com Phone During Event: same as above

Website: eastsidefarmersmarket.org FAX: N/A

Secondary Contact: Sophie Patterson Work Phone: N/A

Email: efmmanager@gmail.com Phone During Event: 608-698-8055

Annual Event? yes ☒ Yes ☐ No

Charitable Event? ☐ Yes ☒ No

If Yes, Name of charity to receive donations: _____

Estimated Attendance: less than 500 pp (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: Series Farmers' market

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: 200 block S. Ingersoll St. / Central Park (McPike)

EVENT DATE(S)/SCHEDULE

Date(s) of Event: Tuesdays Event Start and End Times: 4pm - 7pm

Rain Date (if any): N/A Set-Up Start Time: 3pm

Take-Down Start Time and End Times: 7pm - 8pm

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? N/A ☐ 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: M. White Date: 3.19.18

Lamberty, Kelli

From: Knepp, Eric
Sent: Sunday, March 18, 2018 8:01 AM
To: Lamberty, Kelli; Rutledge, Kay
Subject: FW: ESFM new parks proposals

Fyi.

From: Rummel, Marsha
Sent: Tuesday, March 13, 2018 10:29 PM
To: honey bee <honeybeecollective@gmail.com>
Cc: Knepp, Eric <EKnepp@cityofmadison.com>
Subject: Re: ESFM new parks proposals

Hi Mary-

I support closing the street. I like the concept of food carts. Thanks for contacting me. I have a neighborhood meeting and will not be able to attend the Parks Commission meeting. I am copying Eric Knepp, Parks Supt to let him know I support the East Side Farmers Market and want to make sure we create a successful event for vendors and your customers. I look forward to my first honey bee cake...

Yay spring is coming!

Marsha

From: honey bee <honeybeecollective@gmail.com>
Sent: Tuesday, March 13, 2018 2:28 PM
To: Rummel, Marsha
Subject: ESFM new parks proposals

Dear Marsha,

I am writing on behalf of the Eastside Farmers Market Board to let you know we have applied for a possible street closure during market hours. Our initial conversation with the Parks Commission will be this Wednesday at their monthly meeting.

Our goal is to promote the market and to create a safer, more family friendly environment at our event. Please let us know your thoughts. We are in the feasibility stage of our planning.

We are also interested in hiring food cart services during market hours. Our vision is one or two food carts, focused on local food, vending each market day. This would be provided as a service to our customers.

Thank you so much for your time and consideration,

Mary, ESFM board member



Park Event Application

NARRATIVE & SCHEDULE

play
MADISON
PARKS

Please provide a brief narrative of the event.

See attached

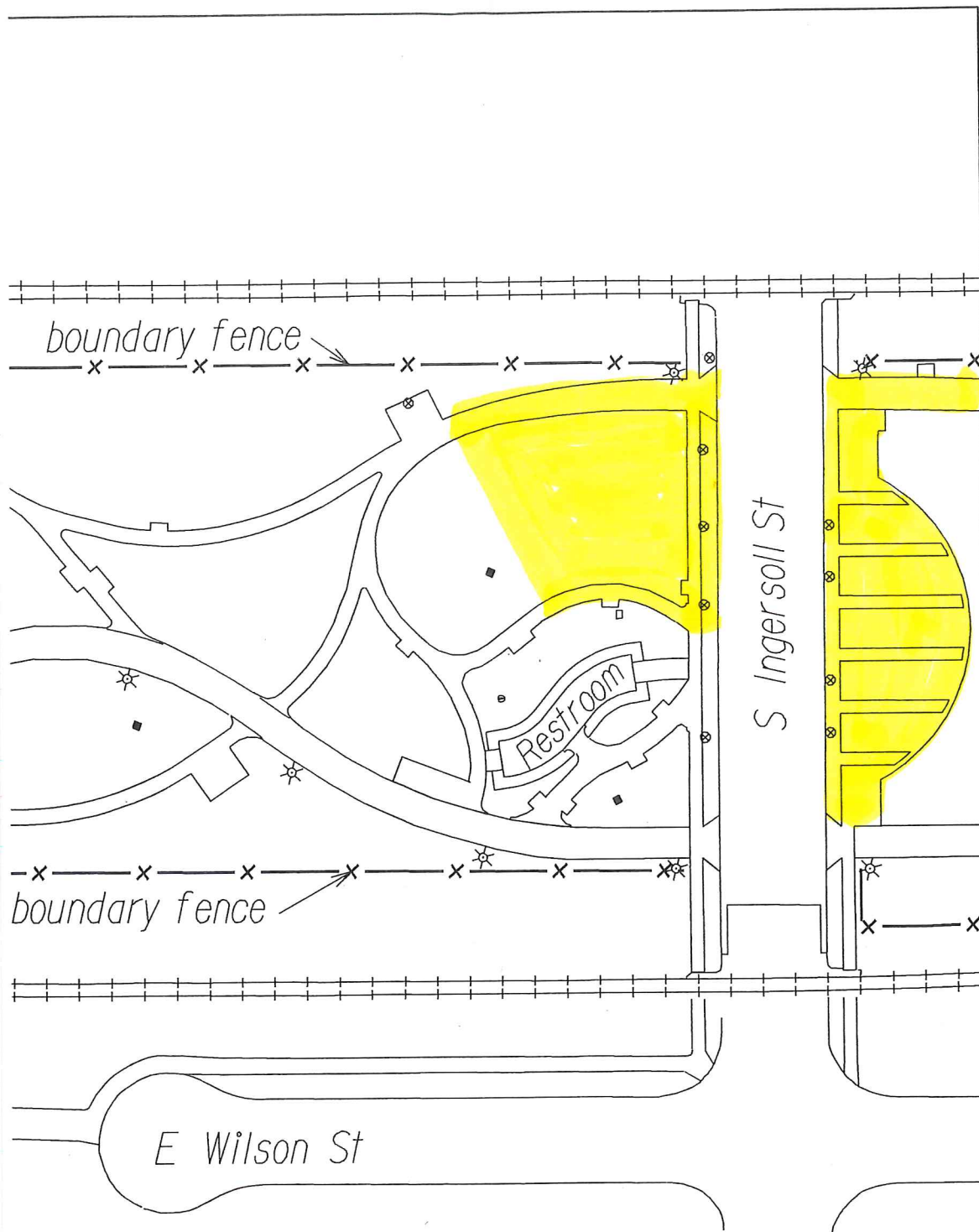
EVENT SCHEDULE

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
3pm	vendor load in / signs placed
4pm	event begins
7pm	event ends
8pm	cleanup / out load complete
each Tuesday April 24 - Oct 30, 2018	
Street Closure: June 19-Sept. 24	
15 days total	



DN: This park has many ground utilities owned by different entities. Before any excavation, including digging, contact Diggers Hotline (phone 811 / diggershotline.com) and Parks Division (266-4711). All utilities are marked, dig at least 18 inches from marks. Thank you!

CENTRAL PARK EVENT MAP 2015
BREARLY ST - INGERSOLL ST
202 S INGERSOLL ST (SW SIDE INGERSOLL)

City of Madison
 Dept. of Public Works - Parks Div.
 City-County Building, Suite 104
 210 Martin Luther King Jr. Blvd.
 PO Box 2987
 Madison, WI 53701-2987

Graphical Scale

0 80 ft

play
MADISON PARKS