

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: _____
Secondary Contact: Manager Work Phone: _____
Email: efmmanager@gmail.com Phone During Event: _____
Annual Event? ☒ Yes ☐ No
Charitable Event? ☐ Yes ☒ No
If Yes, Name of charity to receive donations: _____
Estimated Attendance: 300 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: 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 Ingelsall Street, McPike Park

EVENT DATE(S)/SCHEDULE

Date(s) of Event: June 4 - September 10 Event Start and End Times: Tuesdays 4 - 7pm
Rain Date (if any): N/A Set-Up Start Time: 3pm
Take-Down Start Time and End Times: 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? ☐ 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 2.6.2019



Vendor area = highlighted

lastside farmers' market¹
site map

February 6, 2019

Mary White
Eastside Farmers' Market
P. O. Box 3082
Madison, WI 53704

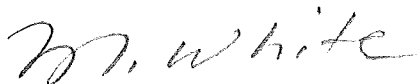
City of Madison Parks Department
210 Martin Luther King Jr Blvd
Madison, WI 53703

Dear Parks Department Staff,

Enclosed please find the Parks Event Application and supporting documents for the Eastside Farmers' Market for the 2019 season. We are excited for a new season at McPike Park. The EFM proposes to use the park in the same capacity as the 2018 season with a street closure improvement. The EFM seeks your approval for a series street closure June through September. The EFM received initial approval for a 2018 street closure but construction on adjoining streets limited the closure of Ingersoll St. on market days.

Please let us know when you have reviewed our application and how you would like us to follow up with implementation. We look forward to working with the Parks Department to ensure the continued success of the Eastside Farmers' Market.

Thank you so much,

A handwritten signature in cursive script that reads "M. White".

Mary White
Eastside Farmers' Market Board Member

2019 Park Event Narrative

Eastside Farmers' Market McPike Park

The Eastside Farmers' Market would like to request the use of McPike Park for the Tuesday afternoon farmers' market. The EFM will use McPike Park in the same capacity as in 2018. The EFM will use the paved path along the NE side of the Great Lawn, the paved events area of the Great Lawn, and the Master Plan farmers' market area.

The majority of vendors will be set up on the Great Lawn paved events area with a few vendors overflowing along the paved pathways. The information booth, picnic tables, activities, and vending booths will be set up in Master Plan farmers' market area. The booths will be on turf in the Master Plan designated the farmers' market area to allow market goers to use the sidewalk and park pathways. The layout allows the market to be near Ingersoll Street without creating significant pedestrian traffic on the Great Lawn turf.

The EFM would like to add a series event street closure during the height of the season, June through September. The street closure would create a more cohesive family friendly environment, allowing easy pedestrian crossing of Ingersoll street. Attached please find the application. Please be so kind as to apply 2018 fees to the 2019 term.

The Eastside Farmers' Market is a weekly event that runs 28 consecutive weeks from April 23 until October 29, 2019. The market is held on Tuesdays rain or shine from 4pm until 7pm. Set up will begin at 3pm and take down will be completed by 8pm.

The EFM is an agriculturally based market with 30 vendor members. The majority of the vendors are farmers selling fresh fruits and vegetables, eggs, and meats. A minority are artisan producers selling cheese, baked goods, preserves, and flowers. All items for sale at the EFM are required to be grown, gathered, produced, and/or processed in Wisconsin by the vendor. Vendors are required to hold the necessary licenses and to comply with all applicable federal, state, and local regulations governing health, labeling, packaging, taxes, and weights and measures. Vendors are responsible for carrying their own liability insurance. No merchandise is sold at the market.

Each vendor will provide a trash and recycling bin for their customers and will remove all debris at the end of each market day. There will be an information booth at the market each Tuesday as a point of reference for an emergency action plan. The EFM has an estimated attendance of a maximum of 500 people each Tuesday. The EFM is in contact with the Marquette and Tenny-Lapham Neighborhood Associations and Alder persons.

Vendors would be allowed a 10ft by 10 ft area to vend. Vendors will set up in the paved events area and the SW lawn area without their vehicles. Vendors who need to be next to their

vehicles will set up along either side of Ingersoll St and along the paved NE path of the Great Lawn. The designated bike path and the sidewalk will be kept clear. The park pathways will be used by customers to shop at vendor booths which are either set up on grass or on the pavement of the events area. The layout of the market will be centralized along Ingersoll St in order to provide an easy to access marketplace.

The Eastside Farmers' Market creates an economic opportunity for small artisan producers and small scale farmers to direct market their goods. Market customers have a connection to the farmers who grow their food. As an event, the market also provides a free family friendly weekly activity for the surrounding neighborhoods. EFM at Central Park is a wonderful investment in our local food economy and the growing East side community.

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "EVENT NAME" will be held MONTH DAY, YEAR at GENERAL LOCATION/ADDRESS/FACILITY TITLE.

Eastside Farmers' Market, Tuesdays, April - November McPhee Park

II. PURPOSE

2025 Ingersoll St.

- A. This emergency action plan predetermines actions to take before and during the "EVENT NAME" (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: FIRST/LAST NAME.

Mary White

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)

Mary White (608) 698-2401

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 *Mary White* 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 FIRST/LAST NAME will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter. *(Mary White)*
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: NAME. *Andy Watson*
6. Parking for vendor and staff vehicles will be: LOCATION(S). *Ingersoll St (along McPike) and E Wilson St*
7. Parking for attendee vehicles will be: LOCATION(S). *Street parking in the area.*

V. CONTACT INFORMATION

Primary Contact	FIRST/LAST NAME <i>Mary White</i>	CELL PHONE <i>(608) 698-2401</i>
Secondary Contact	FIRST/LAST NAME <i>Andy Watson</i>	CELL PHONE <i>(608) 469-2319</i>
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345