

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: Kohl Center Events

Event Organizer/Sponsor: UW Athletic Department

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

☒ Yes ☐ No

**MANDATORY: State Sales Tax Exemption Number:**

ES#: ES 40706

**OPTIONAL: Federal Tax Exempt Number:**

Address: 601 West Dayton Street

City/State/Zip: Madison, WI 53715

Primary Contact: Todd Nelson

Work Phone: 608-265-4133

Email: tmn@athletics.wisc.edu

Phone During Event: 608-516-2301

Website: www.UWBadgers.com

FAX: 608-265-4700

Secondary Contact: Shane Burgess

Work Phone: 608-262-9600

Email: spb@athletics.wisc.edu

Phone During Event: 608-220-5704

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

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

Estimated Attendance: 17,500

(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: Arena Events

## 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: See Addendum

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: \_\_\_\_\_

Event Start and End Times: 8/22/2019 – 8/21/2020

Rain Date (if any): \_\_\_\_\_

Set-Up Start Time: See Addendum

Take-Down Start Time and End Times: See Addendum

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 Todd M. Nelson

Date 7/17/19

ADDENDUM TO STREET USE PERMIT  
("KOHL CENTER")

The following are details regarding the University of Wisconsin-Madison's ("UW") request on behalf of the Division of Intercollegiate Athletics and Department of Transportation Services for street closures, meter bagging, and traffic control during events at the Kohl Center and is intended to be consistent with the Kohl Center Transportation Management Plan:

- 1) EFFECTIVE DATE: This permit is effective August 20, 2019 through August 19, 2020.
- 2) UW ADMINISTRATOR: The following University staff person is responsible for day to day administration of this street use permit:

Tanara Teal-Tate  
UW Transportation Services  
Phone: 263-9591  
Fax: 265-3424

- 3) KOHL CENTER SCHEDULE OF EVENTS: Attachment 1 to this Addendum is a list of currently scheduled Kohl Center events. If the UW adds events, such as additional concerts, it shall provide Kelli Lamberty with written or verbal notice, as soon as it is able.

Kelli Lamberty  
Community Events Coordinator  
210 MLK Jr. Blvd.  
City County Building Room 104  
Madison, WI 53703  
Phone: 266-6033  
Fax: 267-1162

- 4) STREET CLOSURES:

- a) Frances Street from Dayton to railroad tracks.
  - UW to barricade entrance to Frances Street off Dayton.
- b) East Campus Mall from Dayton to railroad tracks and Regent to rail road tracks.
  - UW to control entrance to East Campus Mall off Dayton, positioning barricade far enough in from intersection of Dayton and East Campus Mall so vehicles inquiring about accessible drop-off and parking in Lot 87 shall not block traffic on Dayton.
  - UW to control entrance to East Campus Mall off Regent in order to limit vehicle traffic without parking permits at the same time allowing pedestrians to have access to underpass.
- c) Timing

- UW will erect barricades starting approximately 3.5 hours prior to an event.
- For WIAA tournaments, UW will erect barricades for entire 3 days of each WIAA tournament (individual wrestling and boys/girls basketball).

d) Staffing Barricaded Entrances.

- Except for East Campus Mall off Regent, UW will staff each barricaded entrance starting when barricades are erected and until 15 minutes post event.

e) Enforcement.

- UW may provide ticketing and towing in the following locations during events:
  - 1) Dayton Street meters directly in front of the Kohl Center (9 meters).
  - 2) Frances Street meters South of Dayton Street (25 meters).
  - 3) Frances Street meters, directly outside of Lot 46 (3 meters).

- It is essential that these areas are cleared in a timely manner in order to successfully operate the event. Ticketing and towing in these areas shall be in accordance with bagging meters as written in the street use permit.

f) Signage.

- UW to provide and erect signs indicating Frances Street and East Campus Mall are closed for Kohl Center events. On East Campus Mall/Dayton Street, UW to erect sign indicating access to accessible drop-off and parking in Lot 87.

g) Equipment.

- UW to provide all barricades and associated signage.

## 5) METER BAGGING

a) Frances Street from Dayton Street to cul-de-sac.

- UW to bag all meters on Frances Street from Dayton Street to cul-de-sac.
- Bagged 4 hours prior to an event and removed by 7am the following day.
- For WIAA tournaments, starting at 7am on the first day of a tournament or 4pm on the day prior to tournament games that start before 11am, UW will bag meters for entire 3 days of WIAA tournaments (individual wrestling and boys/girls basketball).
- During WIAA tournaments/concerts, UW to use Frances St for bus/truck parking.
- Except for WIAA tournaments and concerts, UW to use metered spaces for staff parking, which it shall control through issuance of hang-tag parking permits.

b) Frances Street (west side) between University Avenue and Johnson Street.

- UW to bag 3 meters on west side of street, adjacent to UW Lot 46, which shall provide two lanes on Frances Street for vehicles exiting Lot 46.
- Bagged 4 hours prior to an event and removed by 7am the following day.

c) Dayton Street in front of Kohl Center.

- UW to bag all meters on north/south sides of Dayton Street in front of Kohl Center.
- Bagged 5 hours prior to an event and removed by 7am the following day.
- For events occurring on Sunday, bags will be placed on meters by 3pm on the previous Saturday. Bags will remain in place until the end of the event on Sunday.
- For WIAA tournaments, starting at 7am on the first day of any tournament or 4pm on the day prior to tournament games that start before 11am, UW will bag meters for entire 3 days of each WIAA tournament (individual wrestling and boys/girls basketball).
- Bags to say “NO PARKING”
- UW to use metered spaces as a drop zone for bus passengers and other vehicular passengers including persons with accessible needs.
- UW will not use Dayton Street for WIAA bus parking. UW will park WIAA buses on Frances Street and in Lot 60 or other UW lots, as it deems necessary.

d) Lake Street between Dayton Street and Johnson Street.

- For select concerts, UW to bag all meters
- 4pm day before concert to 11:30pm night of event.

e) East Campus Mall from Regent to railroad tracks.

- For WIAA tournaments, UW to bag all meters.
- 4 hours prior to an event.

f) Enforcement.

- UW may provide ticketing and towing of all bagged meters.

g) Equipment.

- UW to provide vinyl bags, which can be locked in place.
- UW to provide Bill Putnam, City Parking Division, with master key for all locks.

## 6) TRAFFIC CONTROL

a) UW’s Police and Security, through Lt. Cherise Caradine (516-8461), and, as is necessary, with the assistance of City of Madison Police, through Lt. Jennifer Krueger Favour (266-4482), will coordinate, on an ongoing basis, the need for staff to control vehicular and pedestrian traffic at the following intersections:

- Dayton Street and East Campus Mall
- Dayton Street and Lake Street
- Dayton Street and Frances Street
- Johnson Street and Lake Street
- Johnson Street and Frances Street

b) Additionally, as may be needed, the City of Madison and UW will determine whether to control vehicular or pedestrian traffic crossing at other intersections.

## 7) COORDINATION OF CITY OF MADISON AND UW STAFF

- a) Meeting Schedules: City of Madison and UW staff to meet regularly as part of the Transportation Management Planning Committee schedule.
- b) City of Madison and UW may request additional meetings as may be necessary.
- c) Representatives of the following departments will attend regular monthly meetings:

City of Madison

City Traffic Engineering  
City Parking Division  
Madison Police, Control and Parking  
Madison Metro

University

Division of Intercollegiate Athletics  
Transportation Services  
Department of Police and Security

Attachment 2 is a list of City of Madison and UW personnel currently connected with street usage and traffic control during Kohl Center events.

#### 8) EVENT-ALERT SYSTEM

UW shall use an event-alert system whereby it shall inform, via email, pertinent staff for the UW, City of Madison, and external vendors information related to concerts and other special events. Information shall regard capacity attendance, projected attendance, starting and ending times, and other information which may be relevant.

Attachment 3 is the current list of email recipients for the event-alert.

#### 9) EVENT PROFILES

Attachment 4 to this addendum outlines steps taken by the UW in preparing for and executing an event as it relates to this Street Use Permit. These event profiles are organized by the type of event, for example UW sporting events, concerts (and other special events), and WIAA tournaments.

# 10) PARKING INVENTORY (Revised July 2019)

Below is a list of parking spaces that the UW may have to sell for Kohl Center events. These parking spaces are located in UW lots and privately owned lots that the UW has on contract.

<b><u>Parking Lot</u></b>	<b><u>19-20 Capacity</u></b>
7	100
29	250
44	66
46	700
48	7
51	20
78	16
87	Closed for Construction
91	319
94	24
UW Health	450
Group Health	40
Frances Street	25
Uhaul	62
Alexander	180
Depot	85
<b>Total</b>	<b>2344</b>

ATTACHMENT #1

**2019-2020 Wisconsin Men's Basketball Schedule**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
<b>October</b>			
10/20/2019	Sunday	Red/White Scrimmage	TBD
<b>November</b>			
11/1/2019	Friday	UW-Lacrosse	TBD
11/8/2019	Friday	Eastern Illinois	TBD
11/13/2019	Wednesday	McNeese State	TBD
11/17/2019	Sunday	Marquette	12:00 PM
11/21/2019	Thursday	Green Bay	TBD
<b>December</b>			
12/21/2019	Saturday	Milwaukee	TBD
12/31/2019	Tuesday	Rider	TBD
<b>January</b>			
<b>February</b>			
<b>March</b>			

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

**2019-2020 Wisconsin Women's Basketball Schedule**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
<b>November</b>			
11/5/2019	Tuesday	North Florida	TBD
11/10/2019	Sunday	Wofford	TBD
11/17/2019	Sunday	Milwaukee	6:00 PM
11/26/2019	Tuesday	Eastern Illinois	TBD
11/21/2019	Thursday	Green Bay	TBD
<b>December</b>			
12/12/2019	Thursday	Alabama State	TBD
12/20/2019	Friday	Arkansas Pine Bluff	TBD
<b>January</b>			
<b>February</b>			
<b>March</b>			

All Times are Central and Subject to Change



ATTACHMENT #1 (CONTINUED)

**2019-2020 Wisconsin Men's Hockey Schedule**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
<b>October</b>			
10/6/2019	Sunday	TBD	TBD
10/18/2019	Friday	Minnesota Duluth	TBD
10/19/2019	Saturday	Minnesota Duluth	TBD
10/25/2019	Friday	Clarkson	TBD
10/26/2019	Saturday	Clarkson	TBD
<b>November</b>			
11/15/2019	Friday	Notre Dame	TBD
11/16/2019	Saturday	Notre Dame	TBD
11/30/2019	Saturday	Michigan	TBD
<b>December</b>			
12/1/2018	Sunday	Michigan	TBD
<b>January</b>			
1/10/2020	Friday	Ohio State	TBD
1/11/2020	Saturday	Ohio State	TBD
1/17/2020	Friday	Michigan State	TBD
1/18/2020	Saturday	Michigan State	TBD
1/31/2020	Friday	Minnesota	TBD
<b>February</b>			
2/1/2020	Saturday	Minnesota	TBD
2/14/2020	Friday	Penn State	TBD
2/15/2020	Saturday	Penn State	TBD
2/21/2020	Friday	Arizona State	TBD
2/22/2020	Saturday	Arizona State	TBD
<b>March</b>			
3/6/2020	Friday	*B1G Quarterfinal	TBD
3/7/2020	Saturday	*B1G Quarterfinal	TBD
3/8/2020	Sunday	*B1G Quarterfinal	TBD
3/14/2019	Saturday	**B1G Semifinals	TBD
3/22/2019	Saturday	**B1G Championship	TBD

\*Pending season standings (best 2 out of 3 series)

\*\*Pending season standings (single game)

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

**2019-2020 Wisconsin Women's Hockey Schedule**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
<b>October</b>			
10/3/2019	Thursday	Penn State	TBD
10/4/2019	Friday	Penn State	TBD
10/26/2019	Saturday	Bemidji State	TBD
10/27/2019	Sunday	Bemidji State	TBD
<b>November</b>			
11/16/2019	Saturday	Minnesota State	TBD
11/17/2019	Sunday	Minnesota State	3:00 PM
<b>December</b>			
12/6/2019	Friday	Minnesota Duluth	TBD
12/7/2019	Saturday	Minnesota Duluth	TBD
<b>January</b>			
1/24/2020	Friday	Minnesota	TBD
1/25/2020	Saturday	Minnesota	TBD
<b>February</b>			
2/1/2020	Saturday	St. Cloud State	TBD
2/2/2020	Sunday	St. Cloud State	TBD
2/15/2020	Saturday	Ohio State	TBD
2/16/2020	Sunday	Ohio State	TBD
2/28/2020	Friday	*WCHA Tournament Playoffs	TBA
2/29/2020	Saturday	*WCHA Tournament Playoffs	TBA
<b>March</b>			
3/1/2020	Sunday	*WCHA Tournament Playoffs	TBA
3/13/2020	Friday	**NCAA Quarterfinals	TBA
3/14/2020	Saturday	**NCAA Quarterfinals	TBA

\*Pending season standings (best 2 out of 3 series)

\*\*Pending season standings (single game on either date)

All Times are Central and Subject to Change

ATTACHMENT #1 (CONTINUED)

**2019-2020 Wisconsin Football Schedule  
Camp Randall Stadium**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
July 31	Wednesday	Football Family Fun Day	6:00pm – 8:00pm
September 7	Saturday	Central Michigan	2:30pm
September 21	Saturday	Michigan	11:00am
September 28	Saturday	Northwestern	TBA
October 5	Saturday	Kent State	TBA
October 12	Saturday	Michigan State	2:30/3pm
November 9	Saturday	Iowa	TBA
November 23	Saturday	Purdue	TBA

\*Spring Game – Date to be announced at a later date

ATTACHMENT #1 (CONTINUED)

**Concert and Special Event Tentative Schedule**

As of the application date for this street use permit the following concerts and special events have been scheduled at the Kohl Center:

<u>Date</u>	<u>Day</u>	<u>Event</u>	<u>Time</u>
<b>September</b>			
9/3/2019	Tuesday	Chancellor's Convocation	12:30 PM
<b>December</b>			
12/15/2019	Sunday	UW Winter Commencement	10:00 AM
<b>April</b>			
4/16/2020	Thursday	UW Band Concert	7:00 PM
4/17/2020	Friday	UW Band Concert	7:00 PM
4/18/2020	Saturday	UW Band Concert	7:00 PM
<b>May</b>			
5/8/2020	Friday	UW Spring Commencement	5:00 PM
5/9/2020	Saturday	UW Spring Commencement	12:00 PM
<b>June</b>			
6/12/2020	Friday	MMSD Graduations	5:00 PM, 8:00PM
6/13/2020	Saturday	MMSD Graduations	10:00am, 1:00pm

New events are subject to be added and are sent out through the event-alert e-mail communication.

All Times are Central and Subject to Change

**WIAA SCHEDULES**  
**STATE TOURNAMENTS AT ATHLETIC DEPARTMENT FACILITIES**

Football	November 21-22, 2019	Thursday – Friday	Camp Randall Stadium
Individual Wrestling	February 27-29, 2020	Thursday – Saturday	Kohl Center
Team Wrestling	March 6-7, 2020	Friday – Saturday	Field House
Boys Basketball	March 19-21, 2020	Thursday – Saturday	Kohl Center

ATTACHMENT #2

TRANSPORTATION MANAGEMENT PLANNING COMMITTEE  
(Revised July 2018)

**CITY OF MADISON**

Mark Winter	Traffic Engineering	266-6543
Tom Mohr	Traffic Engineering	267-8725
Brian Smith	Traffic Engineering	261-9625
Kelli Lamberty	Community Events Coordinator	266-6033
Bill Putnam	Parking Division	266-6528
Sabrina Tolley	Parking Operations Manager	265-1147
Lt. Brian Chaney Austin	Police	266-4482
Lt. Lori Chalecki	Police	243-0504
Asst. Chief Paul Ripp	Fire Department	266-4203
Jerry McMullen	Fire Department	266-4420
Meghan Blake-Horst	Street Vending Coordinator	261-9171

**UNIVERSITY OF WISCONSIN**

Tanara Teal-Tate	Transportation Services	263-9591
Patrick Kass	Transportation Services	265-3200
Todd Nelson	Intercollegiate Athletics	265-4133
Marques Tyler	Intercollegiate Athletics	890-0692
Lt. Cherise Caradine	Police	516-8461

## ATTACHMENT #3

### EMAIL LIST for EVENT-ALERT (Revised July 2018)

#### **CITY OF MADISON**

Mark Winter	<a href="mailto:mwinter@cityofmadison.com">mwinter@cityofmadison.com</a>
Brian Smith	<a href="mailto:bsmith@cityofmadison.com">bsmith@cityofmadison.com</a>
Kelli Lamberty	<a href="mailto:klamberty@cityofmadison.com">klamberty@cityofmadison.com</a>
Bill Putnam	<a href="mailto:bputnam@cityofmadison.com">bputnam@cityofmadison.com</a>
Sabrina Tolley	<a href="mailto:stolley@cityofmadison.com">stolley@cityofmadison.com</a>
Capt. Jason Freedman	<a href="mailto:jfreedman@cityofmadison.com">jfreedman@cityofmadison.com</a>
Lt. Brian Chaney Austin	<a href="mailto:bchaneyaustin@cityofmadison.com">bchaneyaustin@cityofmadison.com</a>
Lt. Lori Chalecki	<a href="mailto:lchalecki@cityofmadison.com">lchalecki@cityofmadison.com</a>
Stefanie Niesen	<a href="mailto:sniesen@cityofmadison.com">sniesen@cityofmadison.com</a>
Asst. Chief Paul Ripp	<a href="mailto:pripp@cityofmadison.com">pripp@cityofmadison.com</a>
Jerry McMullen	<a href="mailto:jmcmullen@cityofmadison.com">jmcmullen@cityofmadison.com</a>
Drew Beck	<a href="mailto:dbeck@cityofmadison.com">dbeck@cityofmadison.com</a>
Katie Sellner	<a href="mailto:ksellner@cityofmadison.com">ksellner@cityofmadison.com</a>
Meghan Blake-Horst	<a href="mailto:mblake-horst@cityofmadison.com">mblake-horst@cityofmadison.com</a>

#### **UW TRANSPORTATION SERVICES**

Tanara Teal-Tate	<a href="mailto:tanara.tealtate@wisc.edu">tanara.tealtate@wisc.edu</a>
Patrick Kass	<a href="mailto:patrick.kass@wisc.edu">patrick.kass@wisc.edu</a>

#### **UNIVERSITY OF WISCONSIN**

Todd Nelson	<a href="mailto:tmn@athletics.wisc.edu">tmn@athletics.wisc.edu</a>
Lt. Cherise Caradine	<a href="mailto:cherise.caradine@wisc.edu">cherise.caradine@wisc.edu</a>

#### **EVENT CONTACT PHONE LIST**

Todd Nelson	Assistant Athletic Director - Event Operations	265-4133
Brian Moore	Assistant Athletic Director - Ticket Operations	265-4139
Patrick Kass	Transportation Services Director	265-3200
Lt. Cherise Caradine	UW Police and Security	516-8461
Lt. Brian Chaney Austin	City of Madison Police – Central	266-4482
Lt. Lori Chalecki	City of Madison Police – Midtown	243-0504
Capt. John Patterson	City of Madison Police – South	267-8687
Stefanie Niesen	City of Madison Parking Enforcement	266-4623
Asst. Chief Paul Ripp	City of Madison Fire Department	266-4203
Meghan Blake-Horst	Street Vending Coordinator	261-9171

## ATTACHMENT #3 (CONTINUED)

### **DURING AN EVENT:**

#### Transportation Services – Special Events

575-5278 (cell)

- Responsible for the management of the parking lots by supplying management/parking lot staff and equipment, as well as bagging meters.
- Supplies enforcement personnel for the parking lots (includes ticketing and towing from both University and private lots).
- Responsible for the daily administration of the street use permit.
- Can be reached until 15 minutes after an event begins, then contact Arena Control.

#### Arena Control – Kohl Center

265-4704

- Responsible for bagging / removing bags from city meters.
- Responsible for any event concerns at the start of an event. They are responsible for trash pick-up in the private lots after the event.
- All neighborhood parking concerns should be called into this number.

#### Traffic Control

265-4704

- Responsible for coordinating traffic control for events.
- Determines staff needs to assist with vehicular and pedestrian traffic.
- Can be contacted by calling the University Police non-emergency number or by contacting Arena Control.
- Both City of Madison and University Police assist with event traffic needs.

#### City of Madison Police Control and Parking

266-4575

- Responsible for coordinating traffic control for events with UW Police.
- Responsible for controlling parking on city streets.



## ATTACHMENT #4

### EVENT PROFILE FOR MEN'S/WOMEN'S BASKETBALL/HOCKEY

COMMENTS: All four of these seasons are similar in preparation and management.

#### TIME LINE:

##### Two (or more) months prior:

- Event calendar is completed and dates are finalized.
- Private lot contracts are put together.
- Artwork is prepared and permits are ordered.
- Customer lot application forms sent out as well as staff complimentary parking assigned.
- Signs with the dates of the event are posted at the entrance to each parking lot used for this event. This lets the general public know that the lot is going to be used for a special event and not general public parking on the listed dates.

##### One month prior:

- Lots are assigned and permits are mailed to customers.
- Lot attendants are scheduled and assigned to lots.
- Lot equipment needs are determined and ordered.

##### Day before an event:

- Unused parking permits are returned to Transportation Services from the Athletic Ticket Office to sell the day of the event.
- Cash slips are prepared and permits are inventoried by Transportation Services.
- Specific lot instructions are prepared and tailored to each lot being used for that event.

##### Day of an event:

- Transportation Services and Arena Control bag meters 5 hours prior to the event start time.
- Lot attendants report 3.5 hours prior to the event to receive instructions, permits and equipment. They then proceed to their scheduled lot.
- 3.5 hours prior to the event start, barricades are erected in lots and on streets.
- Lots are staffed until 15 minutes after an event begins, then equipment taken down/returned.
- Permits are inventoried and cash is counted.

##### Post event:

- Event expenses and revenue are reviewed and reported to the Athletic Department from Transportation Services.
- Regular monthly TMP meetings are held to discuss event recaps.
- Future press releases are discussed and put together based on event recaps.

## ATTACHMENT #4 (CONTINUED)

### EVENT PROFILE FOR CONCERTS AND SPECIAL EVENTS

#### TIME LINE:

##### Two (or more) months prior:

- Private lots are contacted for permission to use their lots for this event.

##### One month prior:

- Event is scheduled and put on the event alert system.
- Tickets go on sale and parking is sold at the Athletic Ticket Office
- Lot attendants are scheduled and assigned to lots.
- Lot equipment needs are determined and ordered.

##### Day before an event:

- Unused parking permits are returned to Transportation Services from the Athletic Ticket Office to sell the day of the event.
- Cash slips are prepared and permits are inventoried by Transportation Services.
- Specific lot instructions are prepared and tailored to each lot being used for that event.

##### Day of an event:

- Transportation Services/Arena Control bag meters 5 hours prior to the event start time.
- Lot attendants report 3.5 hours prior to the event to receive instructions, permits and equipment. They then proceed to their scheduled lot.
- 3.5 hours prior to the event start, barricades are erected.
- Lots are staffed until 15 minutes after an event begins, then equipment taken down/returned.
- Permits are inventoried and cash is counted.

##### Post event:

- Event expenses and revenue are reviewed and reported to the Athletic Department from Transportation Services.
- Regular monthly TMP meetings are held to discuss event recaps.
- Future press releases are discussed and put together based on event recaps.

## ATTACHMENT #4 (CONTINUED)

### EVENT PROFILE FOR WIAA WRESTLING AND GIRLS/BOYS BASKETBALL

#### TIME LINE:

##### Three (or more) months prior:

- Event is scheduled and put on the event alert system
- Private lots are contacted for permission to use their lots for this event.
- Transportation Services ensures that shuttles are coordinated through private vendors and shuttle sites are arranged (Alliant Energy Center or other remote parking lots).

##### One month prior:

- Parking permits are issued to WIAA staff from Transportation Services.
- Lot attendants are scheduled and assigned to lots.
- Lot equipment needs are determined and ordered.
- Permit holder letters are sent to inform employees in lots that WIAA is taking place and alternate parking lots are provided during these times.
- Meeting set with TMP to discuss WIAA parking arrangements.
- Meeting with UW Police, Per Mar, Transportation Services, and Kohl Management to discuss school bus parking plan.

##### Week of the event:

- Schools participating in the event are sent parking information with their packets from the WIAA office. This information is coordinated through the Ticket Office and Transportation Services.
- Press releases are sent out detailing parking options for the tournaments.

##### Day before an event:

- Cash slips and permits are prepared by Transportation Services.
- Specific lot instructions are prepared and tailored to each lot being used for that event.
- Transportation Services and Arena Control bag meters by 2:00 p.m. since the event begins before 11:00 a.m. the following day. Meter bags will remain on for the entire three days.

##### Day of an event:

- Lot attendant's report at 6:30 a.m. to receive instructions, permits, and equipment. They then proceed to their scheduled lot and erect barricades in lots and on streets.
- Parking is sold in lots where space is available. Lot attendants have radio contact with a supervisor to assist with lot availability. When lots are full the lot attendant hands out maps to assist spectators with finding alternate parking (city ramps, private lots etc.).
- Lots staffed 15 minutes after last session of day begins, equipment taken down/returned.
- Permits are inventoried and cash is counted.
- Day of event operating procedures are followed all three days of the tournament.

##### Post event:

- Regular monthly TMP meetings are held to discuss event recap.