

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Ag Day on Campus
Event Organizer/Sponsor: Collegiate Farm Bureau at UW-Madison
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: 1675 Observatory Dr
City/State/Zip: Madison, WI 53706
Primary Contact: Summer Henschel Work Phone: 920-522-2387
Email: shenschel@wisc.edu Phone During Event: 920-522-2387
Website: cfbwmadison.wordpress.com FAX: N/A
Secondary Contact: Taylor Gracyalny Work Phone: 920-621-0290
Email: tgracyalny@wisc.edu Phone During Event: 920-621-0290
Annual Event? ☒ Yes ☐ No
Charitable Event? ☐ Yes ☒ No
If Yes, Name of charity to receive donations: _____
Estimated Attendance: 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: Promotion/Sampling

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: Library Mall / Podium / 700-800 State St

EVENT DATE(S)/SCHEDULE

Date(s) of Event: April 22, 2020 Event Start and End Times: 8:00 a.m. - 12:00 p.m.
Rain Date (if any): April 24, 2020 Set-Up Start Time: 6:30 a.m.
Take-Down Start Time and End Times: 12:00 - 1:00 p.m.
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

SH 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 Summer Henschel Date 2/10/2020

STREET USE PERMIT APPLICATION CHECKLIST

STREET USE PERMIT APPLICATION CHECKLIST

Please check below to indicate that you have attached the following, as applicable, to the completed application:

- ☒ Complete Event Schedule
- ☒ Event Site Map
- ☐ Route Map
- ☒ Safety and Security Plan
- ☐ Notification Schedule

Indicate here the date(s) the alder, businesses and residents will be notified of the event.

- ☐ Yes, I have attached a copy of the notification flyer, letter or poster.
- ☐ Certificate of Insurance (if required by City Risk Manager)
- ☒ Recycling Plan
- ☒ Application fee of \$50 for Neighborhood Block Party; \$100 for one- time/one-day events, \$200 for one-time/two plus day events; and \$300 for series events - made payable to 'City Treasurer.'

STREET USE EVENT PERMITS

Applications included in this packet and at www.cityofmadison.com/parks

- ☐ Amplification Permit
- ☐ Beer/Alcohol Selling Permit
- ☐ Street Use Event Vending License

ADDITIONAL PERMIT REQUIREMENTS

Event Organizers are responsible for obtaining all permits that the City of Madison requires for Community events. You must include all pertinent information before this application will be reviewed by staff. Please indicate which permits you are required to have for your planned event and the date you applied for the permits.

- ☐ **Temporary Restaurant Permit** - required if food or beverages, other than prepackaged items, will be sold or served at an event. A permit application is available online at <http://www.publichealthmdc.com/environmental/food/documents/TempRestApp.pdf> or you may pick up an application at the City Clerk's Office, at 210 MLK Blvd, Room 103, (608) 266-4601.
Date Temporary Restaurant Permit Application Submitted _____
- ☐ **Parade Permit** - may be required of a run, walk or bike ride event. From Traffic Engineering & the Police Department, <https://www.cityofmadison.com/transportation/forms/paradePermit.cfm>
Date Parade Permit Application Submitted _____
- ☐ **Temporary Class "B" Retailers License** - required if your event will be selling beer/alcohol. You may pick up an application at the City Clerk's Office, at 210 MLK Blvd, Room 103, (608) 266-4601, www.cityofmadison.com/clerk.
Date Class "B" Permit Application Submitted _____

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:

- 6:30 a.m. - Begin event set-up including tent
& tables, park tractor
- 7:00 a.m. - Meet truck to unload yogurt
samples
- 7:30 a.m. - Finish unload samples and activities
- 8:00 a.m. - Begin handing out samples, engaging
in conversation with attendees,
and playing activities (spin the wheel,
trivia game, etc.)
- 12:00 p.m. - Begin event clean-up
- 12:15 p.m. to 12:30 p.m. - Vehicles begin
coming for loading tables, tents,
and other samples/activities
- Tractor leaves
- 1:00 p.m. - Event clean-up ends

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. Scott Kleinfeldt, skleinfeldt@cityofmadison.com.

A detailed route map is required if the street closure is for a run, walk, parade or other moving activity.

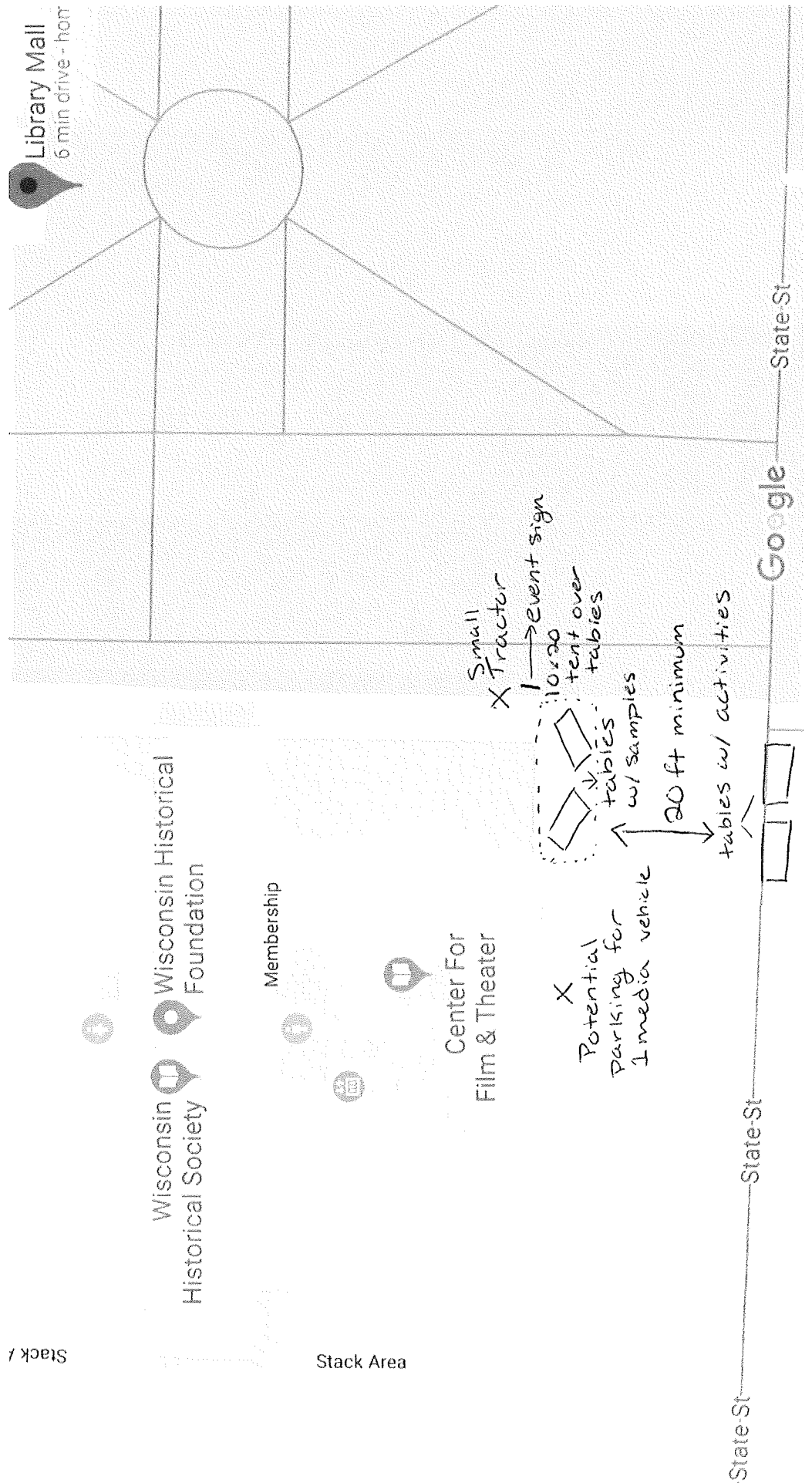
- A helpful online resource for route mapping is [Map My Run](#).

Provide Detailed Event Site Map:

See attached page

Ag Day on Campus

Event Map



EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "Ag Day on Campus" will be held April 22nd, 2020 at Library Mall.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Ag Day on Campus" (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: Summer Henschel.

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 ()
- 3. We ☐ will / ☒ will not have on-site Police or Security ()

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 Summer Henschel 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 Summer Henschel 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.)

STREET EVENT CLEAN-UP 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 clean-up.
- 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 clean-up by City crews will be charged the full cost of clean-up.
- If you need assistance with your clean-up and recycling plan, please contact the City of Madison's Recycling Office, via email or at (608) 267-2626.

Provide Detailed Trash/Recycling/Clean-Up Plans:

Minimal amounts of trash and/or recycling are not anticipated with this event.

Samples are pre-packaged and generally taken to-go by attendees. Event organizers will dispose of any of their own trash and/or recycling with their own receptacles. The event should not require clean-up.

STREET EVENT MARKETING INFORMATION

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

Do you have marketing information?

☒ Yes ☐ No

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

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

This event will be primarily be marketed through social media. We will also be posting flyers around the UW-Madison campus and posting on campus event calendars. We hope to reach out to local papers as well.

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

If we are successful at inviting live media coverage to the event, the media vehicles will be parked to the west of our setup if necessary, to park close to the event. This is indicated on our map.

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: Ag Day on Campus

Location: Library Mall

Public Contact Phone: N/A

Website: <https://cfbuwmadison.wordpress.com/>

Admission Cost: Free to the public

Date of Event: April 22nd, 2020

Beginning/End Time of Event: 8:00 a.m. – 12:00 p.m.

Two sentence description of event (for internet calendar):

Come to Library Mall on April 22nd to experience Collegiate Farm Bureau at UW-Madison's annual Ag Day on Campus! Enjoy conversation with CFB student members, free food samples, photo opportunities, and fun agriculture focused activities.