

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Tiffany Kenney
Madison's Central Business Improvement
District
122 W Washington Ave
#250
Madison, WI 53706
Email:
Tkenney@visitdowntownmadison.Com
Phone: (608) 512-1340

Contact During Event

Michelle Morrison

Email
Programs@visitdowntownmadison.Com
Phone: (608) 512-1340

Event Information

Name of Event: YOUR Downtown Movie Night

Event Type: One Day

Estimated Attendance: 500

Is this a new event:

Event Additional Information

Run/Walk: ☐

Music/Concert: ☐

Festival: ☐

Rally: ☐

Parade: ☐

Posting no parking signs or bagging meters? ☐

Other: ☒

If other, please describe:

A family movie night

Site Map

Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

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

I understand I must attach site map and route map with this application, if applicable: ☐

Location Information

Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers: 100 block of State Street

Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
08/14/2021	3:00pm	08/14/2021	5:00pm	08/14/2021	10:00pm	08/14/2021	12:00pm	

Temporary (Picnic/Beer) Licenses

Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$): No

Will beer/wine be served (Free of charge)?: No

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: * ☐

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event: ☐

If the Temporary (Picnic/Beer) License is denied will the event occur?: No

Street Use Event Vending License

If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required: ☒

Will food and/or merchandise be sold?(\$): Yes

Estimate number of vendors: 10

Public Amplification Permit

If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

☐

Start Date	Start Time	End Date	End Time	Rain Date
08/14/2021	5:00pm	08/14/2021	10:00pm	

SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan:

☒

Equipment Rental - Downtown events only.

Will you need equipment rental from the City of Madison?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

Marketing

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

Do you want this included in the Madison Parks calendar of events?:

Event Website:

Notes:

Acknowledgement

If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement: ☒

Indemnification

THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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.

I have read the Acknowledgement: ☒

Signature

Signature: Tiffany Kenney

Date: 08/14/2021

Madison's Central Business Improvement District

YOUR Downtown Movie Night

Overview

7/14/21 - MM



Madison's Central Business Improvement District (BID) presents a free movie series with Madison Parks in the heart of downtown Madison. Grab a blanket or a lawn chair and enjoy the free show starting at dusk! These free outdoor movies are a fun and safe way for the Madison community to socialize and enjoy the beautiful Wisconsin summer in a safe and socially distanced way. All public health guidelines will be adhered to.

Partner Contact

Tracey Hartley
(608) 267-4919
THartley@cityofmadison.com

Series Dates and Locations

August 14, 2021 5-9:30pm (100 State St)
September 24, 2021 6:30-10pm (Lisa Link Peace Park, 452 State St)
October – TBD (the Confluence, 730 State St)

Movies

Family Friendly: Raya and the Last Dragon & Spiderman into the Spideverse
Classic Movie: Spaceballs
General Interest: Hocus Pocus

Family Four Pack

The BID will work with downtown businesses to develop a Family Four Pack deal. Attendees will be able to purchase this ahead of the movie and have classic movie snacks waiting when they arrive. The deal will include popcorn, sweets, and a picnic blanket that attendees can keep for just \$40/50! Family Four Packs will be sold on the Downtown Madison Shopify.

Businesses: Clary's Popcorn, IT'SUGAR, Kilwins/Chocolate Shoppe, Insomnia Cookies...

Set Up Specifications

All AV equipment set up by Madison Parks.
Rain Call will be made two hours prior to event.
Sandwich board signage will be set up by the BID.

Digital Assets

- www.visitdowntownmadison.com
- www.facebook.com/downtownmadison/
- www.instagram.com/visitdowntownmadison

Special Notes

Back up rain date TBD.
A picnic box deal may also be developed by the BID to benefit BID restaurants/cafes/eateries.
Social Media will be used to engage with the public on choosing which movies to air.

Questions?

Michelle Morrison, Programming Coordinator
(608) 512-1342, programs@visitdowntownmadison.com

Summer in YOUR City: Downtown Movie Night

Barricades

 All items


BID Business Pop-Ups

 All items

Movie Screen

 LED Video Wall

Seating

 Seating

100 STATE

Rain date 8/21

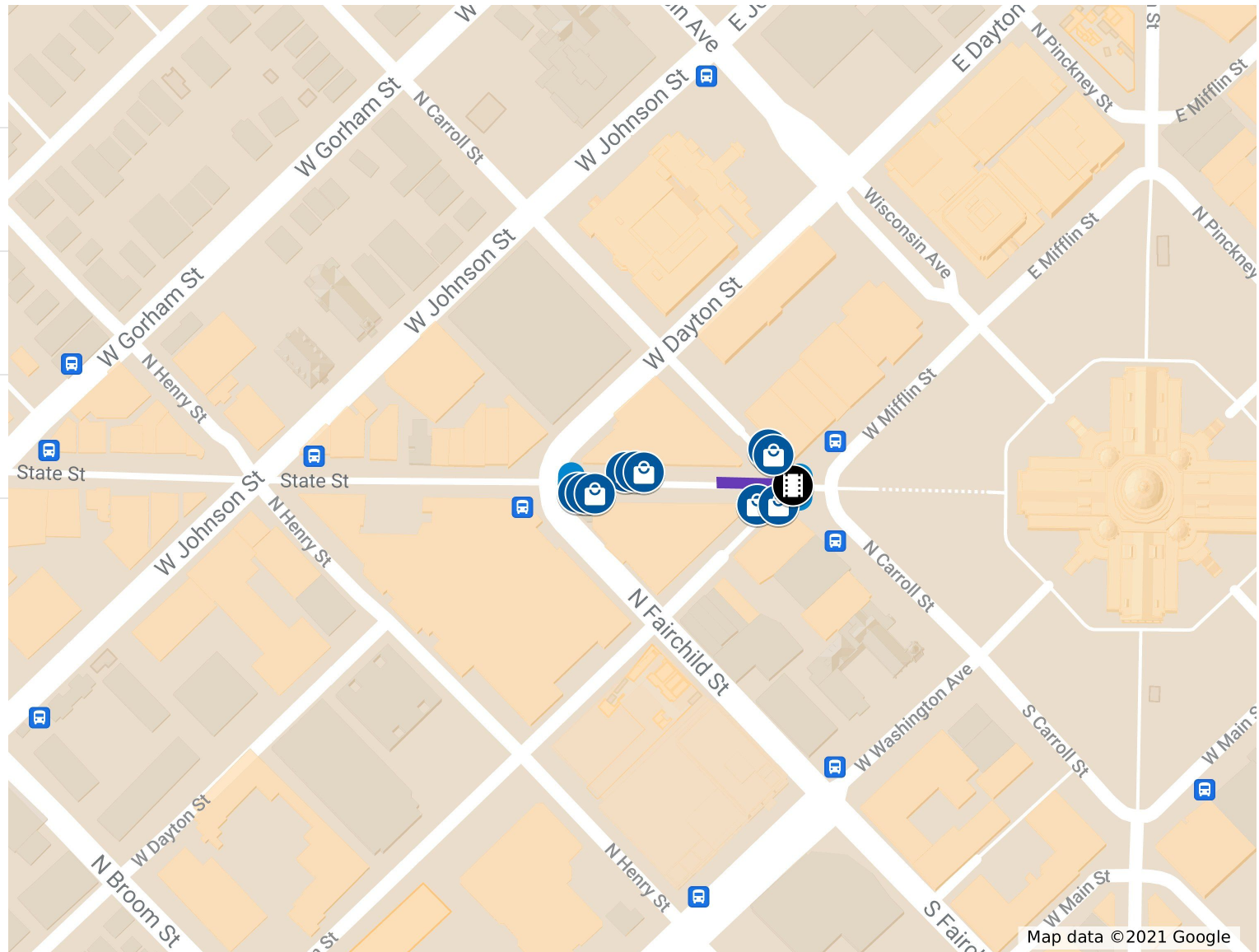
Double Feature (same movie)

4:30pm - First Showing

7:30pm - Second Showing

Bring your own chairs,
blankets, towels

BID business pop-ups.



2021 SYC EAP

I. GENERAL

The “Summer in Your City Program Series” aka SYC will be held May 1 – September 30 in the public spaces in and around State Street. This program series consists of music, art and activities.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the “SYC” (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: Tiffany Kenney.

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 PRIMARY CONTACT: Tiffany Kenney 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 PRIMARY CONTACT: Tiffany Kenney 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 / **X 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: **VOLUNTEERS AND BID STAFF**
6. Parking for vendor and staff vehicles will be: **PUBLICLY AVAILABLE CITY SPACES**
7. Parking for attendee vehicles will be: **PUBLICLY AVAILABLE CITY SPACES**

V. CONTACT INFORMATION

Primary Contact	Tiffany Kenney	608-512-1340
Secondary Contact	Tim Jenquin	608-512-1341
Third Contact	Michelle Morrison	608-512-1342
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345