



Visit the Heart of Madison

# State Street

Greater State Street Business Association

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## EVENT GUIDELINES

### MAXWELL STREET DAYS July 14, 15, 16, 2017

**Event Hours:** Friday and Saturday, 8AM – 6PM, Sunday 10AM to 5PM

**Set up times:** Friday and Saturday, 6:30 – 8 AM, Sunday 8:30 – 10 AM

**Break down times:** Friday and Saturday: 6 – 7 PM, Sunday 5 – 6 PM

**State Street will be closed to motorized traffic during event hours!**

**The hours before opening are for set up only! Cross Streets will remain open – Johnson, Gorham, Gilman and Lake.**

### WHO MAY PARTICIPATE

You must be a member of the Greater State Street Business Association to participate. Membership is open to all businesses and property owners located on State Street, the Capitol Square and blocks that have frontage on these areas. See more details on applications at [www.maxwellstreetdays.org](http://www.maxwellstreetdays.org). Applications will be accepted through July 1, but after June 1st a \$100 late fee will be assessed.

### EXCLUSIVE USE PERMIT

An exclusive use permit is issued to GSSBA through the Common Council and suspends all other vending permits from 100 – 600 State Street, 711 State Street and 200 block of North Henry for July 15, 16, 17, 2016 during event hours. This permit suspends all sidewalk cafes and all vending. You must join GSSBA and also pay the Maxwell Street Days fee to participate. A blanket permit with listing participating members is issued to GSSBA. Individual permits are not

issued and a GSSBA representative will come through each day of the event and make sure that only those who have paid participate.

No one is allowed to solicit, vend, busker, play street music, etc. without a permit from GSSBA during the exclusive use hours. You may set up your sidewalk café or other vending that has a regular city permit after 6:00 PM if you are not participating.

### **STAFFING**

The event will be staffed by John Hutchinson, members of the mad Rollin Dolls, GSSBA members and hired staff if needed. All staff will have ID validating they are official staff.

### **MERCHANDISE SET UP**

Your set up space is the width of your building or a specific assigned space. You must have a minimum four foot clearance from the building and your display for foot traffic and handicapped individuals. You are encouraged to set up in the street, but no further than the designated fire lane painted on the street. You can set up 1 ½ hours before the event hours as listed above and need to have your area clear 1 hour after the event end time listed above.

### **FIRE LANE**

The Fire Department will paint a broken white line on both sides of the street designating a 20 foot wide fire lane. You must keep your displays behind these lines or you will receive a citation from the Fire Department. They will make no exceptions. This does not give you much area in the street, so please use your sidewalk space.

### **RESTRICTIONS**

You may sell only what you normally sell in your place of business located in the GSSBA footprint. **You may not sell or share your space with non-members of GSSBA.** You may not use public amenities such as planters, flower beds, light poles, benches, etc. as part of your display. Extension cords across the walkways must be taped down or covered or be at least 8' high. They may not be placed in or over the fire lane. No permanent markings on streets, sidewalks, paths or city landscaping.

### **BICYCLE RACKS**

Bicycle racks will not be removed for Maxwell Street Days, but the following procedure will happen if requested by a vendor to the Maxwell Coordinator at least three weeks ahead of the event. Bicycle racks that are in the way of a merchant set up will have the racks signed by the Madison Police. The sign will indicate that there is to be no parking on these racks during the days of the events. A few days before the event the police will put tags on bikes parked in

these racks in an attempt to notify the cyclists. If bikes are still parked on the racks the day of the event, **the police will not remove the bikes. This is the best that can be done.**

### **PLANTERS/BENCHES**

Planters and benches will not be moved by the City staff. You must work around them.

### **CLEAN-UP/TRASH**

Mad Rollin Dolls will pick up trash from City containers during the event. We rent an additional 22 trash cans and 20 recyclable containers for the event. There will be 2 dumpsters for GSSBA use and we ask that you take your extra garbage to these dumpsters and not use the street containers. They will be at 300 N. Henry near the Triangle Market and Francis Street near State Street Brats. Please keep your area clean and pick up each night when you break down your area. **KEEP YOUR AREA CLEAN AND PICKED UP AT THE END OF THE DAY. BUSINESSES LEAVING GARBAGE AND NOT PICKING UP THEIR AREA WILL NOT BE INVITED TO PARTICIPATE THE NEXT YEAR!**

### **SECURITY and SAFETY**

Any security or safety issues will be dealt with by the City of Madison Police, Fire and EMT. Call 911 for any serious problems and then call John Hutchinson 239-2093 (cell) or Sandra Torklidson 257- 7888.

A “LOST CHILD” and lost and found area will be available at Fontana Sports, 216 N. Henry, 257-5043.

### **RESTAURANTS and TEMPORARY PERMITS**

All restaurant sidewalk café licenses within the event area are suspended during the event hours. You must sign up and pay the Maxwell Street Days fee to participate. Restaurants who participate should set up according to their normal vending permit procedures except you can go out into the street to the fire lane. Use your normal barriers and fencing. After the event hours you must remove your outside area from the street and set up as normal. **Restaurants preparing or storing food outside will need to obtain a temporary restaurant permit issued by the City of Madison Public Health Department.** Temporary restaurant permit applications must be obtained by July 1<sup>st</sup> from the City. You can receive more information about permit questions by contacting a Health Inspector at 243-0330 between 8:00 – 9:00 AM.

## **EQUIPMENT RENTAL**

A-Z will offer ½ price delivery and discounted rental rates. For your convenience they will be making a special delivery run to the State Street merchants on Thursday, July 14<sup>TH</sup>. For pick up, they will have trucks in the area early on Sunday evening after the sale (around 5:30 pm) to take the equipment away. For reservations call 222-5004. Please make your reservation by Tuesday July 11<sup>th</sup> to assure availability and delivery!

## **REMEDIES FOR NOT FOLLOWING EVENT GUIDELINES**

**Any business or individual who does not follow the event guidelines will be asked to follow the guidelines or move out of the area. Non-participants trying to vend or use the area will be asked to leave immediately and police will be called if needed.**

**ANY QUESTIONS or Problems?** Contact John Hutchinson, Maxwell Street Coordinator cell phone 239-2093.

**For more information and applications refer to the website**

**[www.maxwellstreetdays.org](http://www.maxwellstreetdays.org)**