

Street Use Event

PREMIER EVENT - QUALIFYING CRITERIA

Required by MGO 10.056(5)(j)2.

The following criteria will be used to determine if an event to be held in the Downtown Zone ([DZ map](#)) can be considered a “Premier Event” under sec. 10.056(5)(j)2. Premier event status allows exemption from the rules in the Downtown Zone.

A Premier Event is “an extraordinary event of a caliber that brings significant tourism value to the City.” It will “bring significant, positive, national or international recognition to the City and an economic benefit to the area that outweighs the negative impacts on the Downtown Zone.”

The limitations on Street Use Permits in the Downtown Zone in Sec. 10.056(5)(i) do not apply to an event that has been granted premier status using the following criteria:

PREMIER EVENT CRITERIA

A premier event will bring significant, positive national or international recognition to the City and an economic benefit to the area that outweighs the negative impacts on the Downtown Zone. This will be measured using the following criteria:

Primary Criteria

To be considered Premier, an event must meet all 4 of the Primary Criteria:

1. Minimum hotel room nights located in the City of Madison_(as projected by Madison Area Sports Commission / Destination Madison) must meet the minimum of either:
 - a. **2500** minimum room nights **OR**
 - b. **1000** room nights and a projected attendance of **5000** people (participants and spectators). Projected attendance must be backed up by actual attendance at a similar, past event.
2. Direct Spending / Economic Impact (direct and indirect spending) - as projected by Sports Commission/GMVCB/Destination Madison using the “Destinations International Event Impact Calculator” must meet the minimum of either:
 - a. \$2.5 Million direct spending **OR**
 - b. \$4 Million economic impact
3. Premier event will have significant national or international recognition of the city as measured by one of the three following criteria:
 - a. Generate \$150,000 in public relations value as measured by the equivalent advertising prices for the media in which the public relations occur **OR**
 - b. The event receives 75 mentions in regional and/or national media outlets **OR**
 - c. The event receives 15 million media impressions
4. Participation or spectator attendance at the event is free to the public for the portion(s) on City of Madison right-of-way in the Downtown Zone for which the Street Use Permit is requested.

Additional Criteria

In addition to the Primary Criteria, to be considered Premier, Premier event must also meet two (2) out of three (3) of the following additional criteria:

- Event must work with the Madison Area Sports Commission / Destination Madison before applying for the Street Use Permit.
- Event promotes the City Madison as a destination for tourism, recreation or commerce. This means the event is designed at least in part to attract participants or attendees who reside more than 100 miles from Madison
- Event has selected the City of Madison as its location through a nationally-bid competitive process.