



Legislation Details (With Text)

File #: 48244 **Version:** 1 **Name:** Authorizing a contract with Frank Productions, Inc. for Freakfest 2017 and authorize gating and ticketing for entry into the event area.

Type: Resolution **Status:** Passed

File created: 7/27/2017 **In control:** FINANCE COMMITTEE

On agenda: 9/5/2017 **Final action:** 9/5/2017

Enactment date: 9/8/2017 **Enactment #:** RES-17-00735

Title: Authorizing a contract with Frank Productions, Inc. for Freakfest 2017 and authorize gating and ticketing for entry into the event area.

Sponsors: Michael E. Verveer, Marsha A. Rummel, Zach Wood

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
9/5/2017	1	COMMON COUNCIL	Adopt	Pass
8/7/2017	1	FINANCE COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
8/1/2017	1	COMMON COUNCIL	Refer	Pass
7/27/2017	1	Mayor's Office	Referred for Introduction	

Fiscal Note

This resolution authorizes gating and ticketing for the Halloween event and authorizes the City to negotiate and enter into a contract with Frank Productions, Inc., to address the allocation of costs and revenues associated with the event. The 2017 Adopted Budget includes \$100,000 in General Fund revenue, which would allow for full recovery of the City agencies' costs.

Title

Authorizing a contract with Frank Productions, Inc. for Freakfest 2017 and authorize gating and ticketing for entry into the event area.

Body

WHEREAS, Frank Productions, Inc., will be issued a Street Use Permit to hold music and entertainment activities in downtown Madison as part of the continuing effort to ensure the State Street Halloween experience is a safe and positive attraction; this event is known as "Freakfest" and scheduled to take place from 7:00 p.m. on Saturday, October 28, 2017 to 1:30 a.m. on Sunday, October 29, 2017; and

WHEREAS, the number of personnel needed to staff this event requires the use of large staging areas in proximity to the event; and

WHEREAS, the City has an interest in gating and ticketing the area surrounding the event to enhance crowd safety and to offset City costs associated with the Halloween event, and Frank Productions has an interest in charging a ticket fee for the entertainment; and

WHEREAS, one of the conditions in the Street Use Permit issued to Frank Productions is that the City and Frank Productions must enter into a written contract to address details of ticket sales, appropriate allocation of ticket revenue and any other fundraising revenue, and to reflect costs of city services associated with the Street Use Permit and the contributions of both parties to the safety and success of the event;

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Clerk are authorized to sign a contract with Frank Productions, Inc., for the above-stated purposes for the 2017 Halloween event; and

BE IT FURTHER RESOLVED, that that the City may utilize a ticketing and gating system and collect admission fees, and receive donations in conjunction with the Halloween event to cover the costs described above and other related costs; and

BE FINALLY RESOLVED, that that City staff will distribute free admission tickets as needed to residents and others within the gated perimeter as deemed appropriate.