

UHD 21900

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Mifflin Street Block Party

Event Organizer/Sponsor Majestic Live, LLC

Is Organizer/Sponsor a 501(c)3 non-profit agency? ☐ Yes ☒ No

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 115 King Street

City/State/Zip Madison WI, 53703

Primary Contact Scott Leslie

FAX 608-255-0992

Work Phone 608-255-0991

Phone During Event 312-505-5545

E-mail scott@majesticmadison.com

Website www.majesticmadison.com

Secondary Contact Scott Gerdner

Work Phone 608-255-0991

Phone During Event 608-469-0748

E-mail scott@majesticmadison.com

Annual Event? ☒ Yes ☐ No

Charitable Event? ☐ Yes ☒ No

If Yes, name of charity to receive donations: _____

Estimated Attendance 20,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 11PM to 7PM ☒ Yes ☐ No

EVENT CATEGORY

☐ Run/Walk ☒ Music/Concert ☒ Festival ☐ Rally ☐ Parking (i.e., bagging meters)
☐ Other _____

LOCATION REQUESTED

☐ Capitol Square (note specific blocks below) ☐ Podium/700-800 State Street
☐ 30 on the Square (a.k.a. top of 100 block of State Street) ☐ Other (specific blocks/streets requested below)
 Street Names and Block Numbers: Mifflin Street 500-600 Blocks

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) _____

Rain Date(s) N/A

Event Start Date(s)/Time(s) April 30, 2011

Set-Up Date(s)/Time for Event 5:00 PM APRIL 29 - 8:00 PM

Event End Date(s)/Time(s) April 30, 2011

Take-Down Time 12:00 AM MAY 1 - 9:00 AM

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____/We waive the 21-day decision requirement.

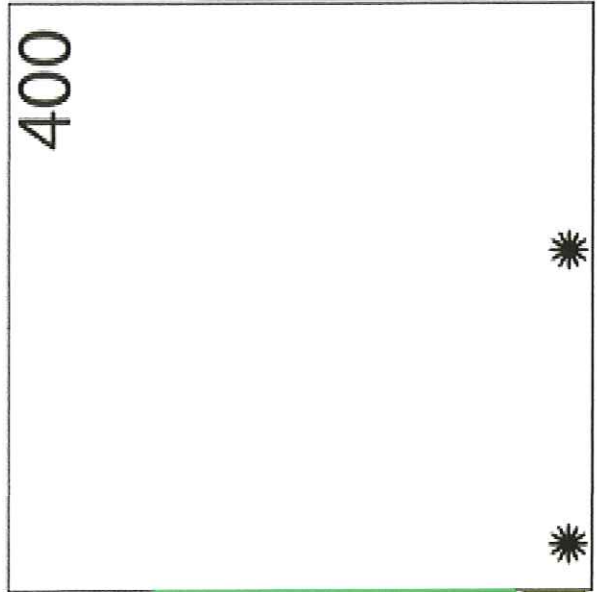
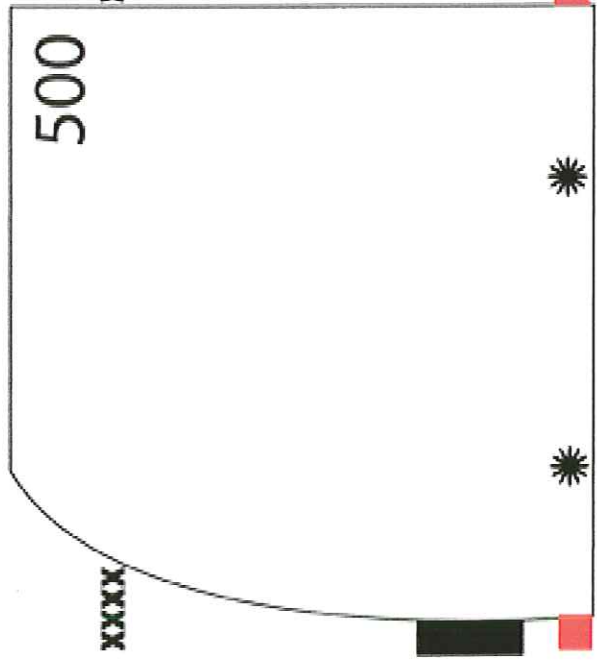
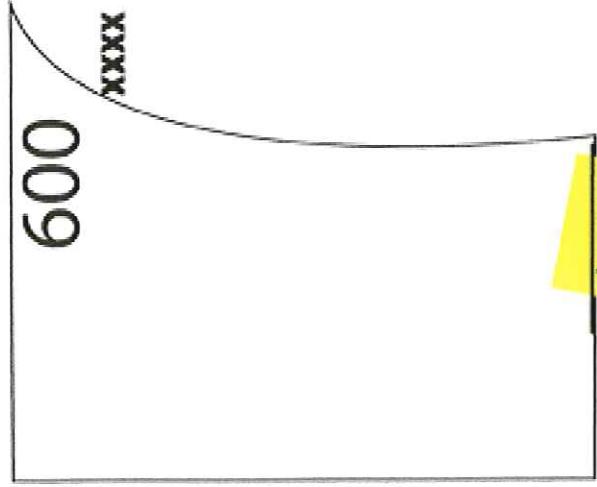
_____(PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statutes and laws.

Signature _____

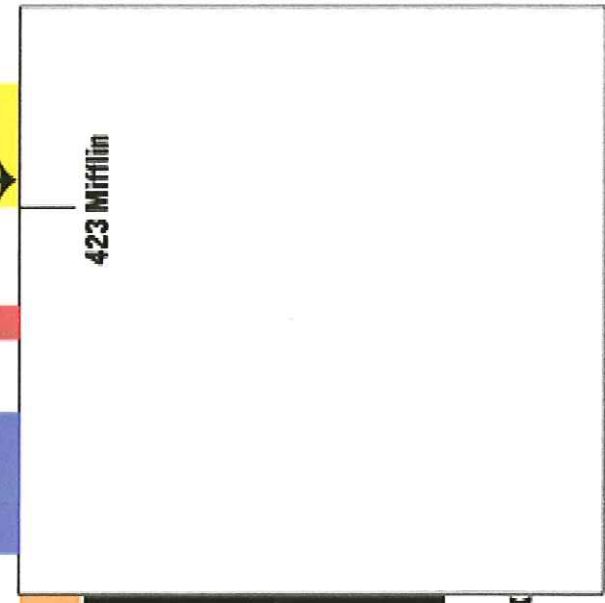
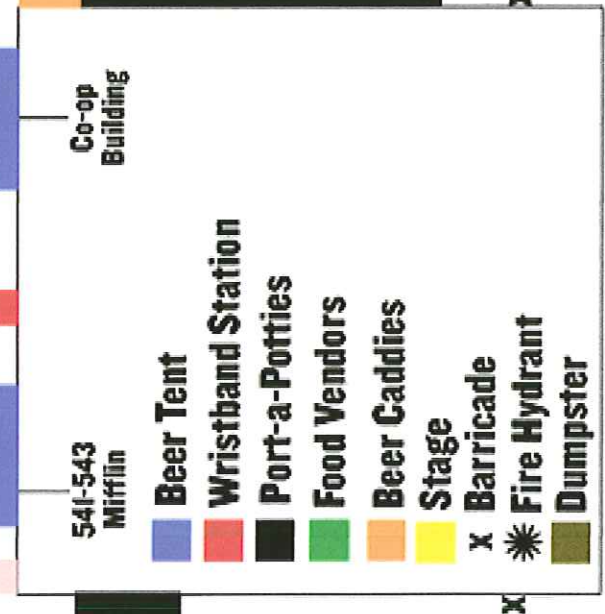
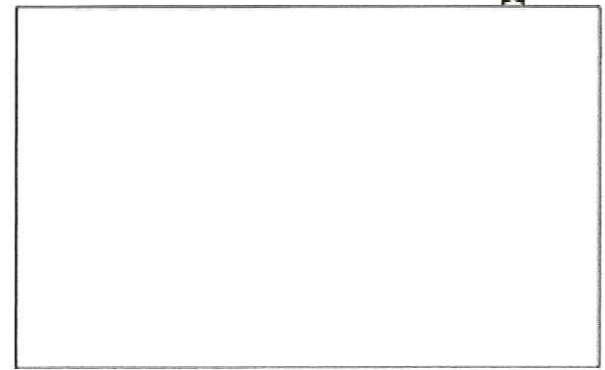
Date 3/24/11



WEST MIFFLIN



FOH



N Bedford

Bassett

- Beer Tent
- Wristband Station
- Port-a-Potties
- Food Vendors
- Beer Caddies
- Stage
- x Barricade
- Fire Hydrant
- Dumpster

Full Timeline

April 29th:

9pm: Parking to be cleared on the west side of Bedford on Mifflin by 8pm for stage production.

April 30th:

7am: Streets to close at all event zone perimeters. Barricades brought in and formed. All parking in the event zone area to be cleared for set-up of the east stage, port-a-potties, and for set-up of all other beer, wristband, beer caddy, food vending and ticketing stations. All porta-potties to be delivered.

9am: Assembly of east side stage to commence. Vendors and all stations to begin set-up. Sound checks to follow.

10am: All trash bins and dumpsters to be dropped off.

10:30am: All security staff and serving staff to report for duty.

11am: Live music to begin. All food and beverage stations to begin serving.

12pm: All clean-up volunteers to report for duty.

6:30pm: All clean-up volunteers to report for final clean-up at the intersection of Bassett & Mifflin.

7:00pm: All food and beverage stations to end serving. Production break down and load-out.

7:30pm: Security staff to be cut for the day.

10:00pm: Streets to be re-opened for vehicle traffic.

Concluding Thoughts:

Events do not change over night. The Mifflin Street Block Party is a Madison tradition that will never go away, and is deeply cherished by the UW Student Body.

As we've shown with our programming at the Majestic, when great live entertainment is offered, alcohol becomes secondary to the entertainment and undesirable behavior is limited. But, it is imperative that the City of Madison and the Madison Police Department realize that the changes they desire in the event will not take place in year one or year two. It will take a sustained effort by all parties to continue to grow the event, and make it better each year.

It is also very important to note that many of the changes we all desire to see may not be evident this year because of the proximity of the event date.

Regardless the Majestic is committed to doing everything in its power and working with all City of Madison personnel to produce an extremely fun and safe event this year.

MIFFLIN STREET BLOCK PARTY

Majestic Live Event Outline

Introduction & Background:

For the past two years the Majestic has been approached by the City of Madison to sponsor the Mifflin Street Block Party. In preliminary discussions with the city, the Majestic identified several desired outcomes that we felt would be needed for them to attach their name to the event as well as produce it.

- The event had to remain free with no exceptions. This eliminated the move to a State Street / Freakfest model.
- The event had to be centered around live music, as that was the history of the event as well as the business specialty of the Majestic.
- The event had to have significant revenue potential from the sale of alcoholic and non alcoholic beverages, food and merchandise, with additional sponsorships from all areas. The revenue from these areas would pay for the staging and production of the live music.

The Majestic and City of Madison staff agreed upon the intent of the above in preliminary discussions. However, city staff also identified several other items that they wished to focus on.

- Over crowding in back yards and on patios
- Unlicensed and out of control house parties
- Property and personal crime
- Lowering of the City of Madison fiduciary obligations as a result of the event.
- Creating an event with a sponsor that can lead to long term stability

We plan to outline the 2011 plan with an eye towards the future that accomplishes all of the above goals.

The Majestic has devised the following mission statement for the Mifflin Street Block Party:

Through partnerships with the City of Madison, Mifflin Street residents and the University of Wisconsin student body, the Majestic will produce an annual block party on Mifflin Street each spring with free admission to all, live music to always include local artists, safe consumption and distribution of food and beverages, and an emphasis on reducing student arrests and operating costs to the City of Madison.

Entertainment Overview:

Stage 1 will be 20x24, located on the west side of Bedford on Broom Street. As per the recommendation of the MPD and MFD, the stage will be placed partially on the sidewalk to allow for the necessary 20 feet of clearance for fire and emergency vehicles. The backstage area will be barricaded approximately 20 feet behind the stage.

Stage 2 will be 16x9 feet, located on the south side of Mifflin St. and to the west of Broom St. The front of the stage will be located at 423 Mifflin St., and up to, but not on, the curb. The 16 foot width will allow for 20 feet of clearance on the north side of the stage.

The live entertainment schedule will look like this:

WEST STAGE

Band 1:	11:00 PM - 11:45 AM
Set Up:	11:45 - 12:30 PM
Band 2:	12:30 - 1:15 PM
Set Up:	1:15 - 2:00 PM
Band 3:	2:00 - 2:45 PM
Set Up:	2:45 - 3:30 PM
Band 4:	3:30 - 4:15 PM
Set Up:	4:15 - 5:00 PM
Band 5:	5:00 - 7:00 PM
Tear Down:	7:00 - 9:00 PM

EAST STAGE

Set Up:	11:00 - 11:45 AM
DJ 1:	11:45 - 12:30
Set Up:	12:30 - 1:15
DJ 2:	1:15 - 2:00
Set Up:	2:00 - 2:45
DJ 3:	2:45 - 3:30
Set Up:	3:30 - 4:15
DJ 4:	4:15 - 5:00
Tear Down:	5:00 - 7:00

Stages to be torn down immediately following music.

Music would be concentrated on bands and DJ's from the Madison area and hopefully UW students. The last band of the day could be a regional or even small national act, but the intention of the Majestic is to keep this as locally focused as possible, while maintaining student interest in the music.

The Broom Street stage would be programmed by local electronic music promoters, DCNY Pro. This stage would have a variety of electronic music, with possibly one electronic sounding artist mixed in.

The Bedford Street stage would be programmed by the Majestic and would focus on indie rock, pop and jam band music, and other popular college genres.

Food & Merchandise Vending Overview:

There will be 8-12 food vendors in total, located on the north side of Mifflin and on the east side of Bassett Street.

All vendors will be required to adhere to our vending contract, which will include specifics about waste removal.

Majestic would sell t-shirts, posters, and other event specific merchandise on Bassett as well, located next to the ticket vending station.

Alcohol Overview:

Capitol Neighborhood Inc (CNI) with the Majestic will operate and serve beer at three different locations on the south side of Mifflin Street (opposite of where the fire hydrants are located, as per the recommendation by the MFD). Two would be located on the 500 block of Mifflin, and one on the 400 block. Beer purchased in the event zone area, will only be allowed to be consumed in the event zone area (street and terrace/sidewalk area).

CNI and The Majestic would operate stations where those over the age of 21 would receive a wristband. The Majestic's trained security staff will supervise the ID checking and wristbanding. Attendees would need to have a wristband in order to purchase and consume beer in the event zone area.

There will be a total of four (4) wristband stations. Two (2) will be located on the north side of Mifflin and two on the sound side. See map for exact locations. Patrons drinking without a wristband in the event zone area, regardless of age, will be asked to either leave the event zone area with their beverage or "hand it over" to the RTM security personnel.

We will also have non alcoholic beverages available for purchase such as bottled water and energy drinks.

Security Overview:

The Majestic would contract with R.T.M. security for the event, who would provide 15 security staff members and 1 supervisor from 9:00 AM until 9:00 PM. They will be located in the following positions:

One at each event zone entry barricade, at the north and south ends of Bedford and Bassett (4 total). They would be responsible for enforcing the event zone for open container, and for maintaining order and flow at the entry points.

One behind each stage (2 total). They would be responsible for maintaining stage and backstage security and safety.

Four patrolling the 400 block of Mifflin and Four patrolling the 500 block of Mifflin (8 total). Responsible for keeping an eye on outside alcoholic beverages and carry-ins on the street.

One supervisor. Responsible for monitoring the RTM security staff. Would also have a radio line connected with the MPD to alert them of any situations or emergencies.

One security officer will be posted at the Bedford stage starting at 9pm on Friday April 29th. One security officer will be posted at 7am at each of the below locations for street closures. These posts will be staffed until streets are able to be reopened after the event, and will be monitored and dismissed by the MPD.

- 1 – Bedford and Dayton
- 1 – Bedford and West Washington
- 1 – Bassett and West Washington
- 1 – Bassett and Dayton
- 1 – Bassett and Johnson
- 1 – Mifflin and Broom
- 1 – Mifflin 600 block to rear of stage to facilitate traffic in 20' safety zone.

RTM will not be enforcing open container laws. They can only encourage cooperation with event guidelines.

It is important to note that all members of the security staff would have a full briefing about rules and expectations from the MPD.

Clean-Up and Port-a-Johns

There will be a total of 50 port-a-johns, which is an increase of 15 from the previous year. 40 of them would be located on the south side of Bassett street, on both sides of the street. 5 of them would be located on the north and south sides of Bedford, as these are major entry points.

We will have 20-30 volunteers working continuously throughout the day, starting at 12 noon, to maintain as much cleanliness as possible throughout the event zone. They will be responsible for picking up all trash throughout the event zone, and emptying and replacing city trash and recycling bins, which will be located along Mifflin St. Trash and recycling will be placed in city provided dumpsters located at the northeast corner of Mifflin and Bassett, on Bassett (see Recycling Plan below).

We would like to request a total of 30 trash bins which will be placed throughout the event zone area, and behind the food vendors.

All volunteers will be required to clean-up the event zone area starting at 7pm that evening. Stage lighting will be used to illuminate the event zone area. Most or all trash should be picked up by the time streets open again for vehicle traffic.

The following morning, volunteers from Blackhawk Church will be coming to clean up all remaining trash and debris in the event zone area.

Recycling Plan

We would like to request the following items from the City of Madison in an effort to have a more expansive recycling plan:

- One dedicated recycling dumpster to be placed next to the regular trash dumpster on Bassett.
- 30 recycling bins, which will be placed along Mifflin St.

The 20-30 volunteers will be working in shifts throughout the day. There will be no less than 15 people on recycling duty at any one time. They will be responsible for emptying all recycling bins and picking up recyclable items within event zone area throughout the day.

Similar to the trash pick-up, all volunteers will be required to meet at 7pm that evening to begin the final clean-up of the event zone area, so that vehicle traffic can resume.

Blackhawk Church will also be assisting in the recycling effort the following morning.

Signage & Awareness

Signage will be posted at all points of entry explaining all rules and expectations for attendees. This will include, but is not limited to:

- All trash and recycling to be placed in appropriate receptacles
- Underage drinking strictly prohibited and enforceable by the Madison Police Department
- Only beer purchased on the street may be consumed on the street.

Notices of rules and policies will also be distributed 48 hours in advance to all residents in the event zone area.

Both student newspapers, the Badger Herald and Daily Cardinal will be asked to publish articles detailing the differences with the block party this year, and all rules and expectations.

A meeting with all homeowners and tenants in the event zone area and CNI is to be scheduled by Mike Verveer, where all rules and expectations will be addressed.

Insurance

General Liability coverage in the amount of \$1,000,000 to be provided by the Majestic Theatre through the Neckerman Agency.

Liquor Liability coverage in the amount of \$1,000,000 to be provided by Capitol Neighborhoods, Inc.

Parking - 7am

Cars will need to be cleared on the west side of Bedford on Mifflin by 8pm the evening of April 29th to accommodate stage production from Sticha Brothers. The 600 block dead end street will have restricted access to residents only, and the 20 foot safety lane will be in place at all times and managed by a security officer.

All other parking in the event zone area will need to be cleared by 7am the morning of April 30th.