



EVENT ORGANIZER

Majestic Live

119 E Main Street, Madison, WI 53703
608.255.0901 // www.majesticmadison.com

PRIMARY CONTACT

Matthew Bertram: Director of Operations

119 E Main Street, Madison, WI 53703
O: 608.512.1873 C: 920.251.2888 beaver@majesticmadison.com

EVENT DATES

Friday, July 18, 2014
Friday, July 22, 2017
Friday, August 8, 2013
Friday, August 22, 2013
Friday, September 19, 2013

For each event:

Set-up begins at 8:00am
Gates open and open to general public 6:00pm -11:00pm
Teardown and clear street 11:00pm – 1:00am

EVENT LOCATION

100 block King Street

HEADQUARTERS/INCIDENT COMMAND AND CONTROL

Majestic Theatre: 115 King Street, Madison, Wisconsin 53703

ANTICIPATED ATTENDANCE PER CONCERT

- **30-40 Majestic Theatre staff (bartenders, security, event organizers)**
- **20 volunteers provided by Blackhawk Church (street trash removal)**
- **1-2 Special Duty City of Madison Police Officers (contracted, per shift)**
- **6 Security Guards (contracted, per shift) from ORIGINAL RTM**
- **3-4 food vendor booths with 1-4 staff members in each booth**
- **4 live music performers/bands (1 DJ, 3 bands on stage)**
- **10-15 sponsor representatives in 5 sponsor-designated booths**
- **2,000-4,000 attendees from around the City of Madison and Dane County**

PURPOSE OF THE EMERGENCY ACTION PLAN

A. This emergency action plan predetermines actions to take before and during the “LIVE ON KING STREET” (aka the event) in response to an emergency or otherwise hazardous condition. These actions may be taken by the organizers, staff/management, personnel, and attendees. These actions represent those required prior to the event in preparation for—and those required during— an emergency.

B. Flexibility will be exercised when implementing this plan because of the wide variety of potential hazards that exist for all outdoor events. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

C. ASSUMPTIONS: The possibility of an occurrence of an emergency is present at any outdoor event. The types of emergencies possible are various and could require the response of Fire, Emergency Medical Services, and Police.

D. This action plan reflects the following priorities:

- Life safety and minimizing harm
- Emergency weather situations
- Incident stabilization

ORIGINS OF THE EMERGENCY ACTION PLAN

This emergency action plan was prepared in February, 2014 by Matthew Bertram – Director of Operations at Majestic Live, in response to a request from the City of Madison Fire Department to revise and expand its safety and security plan for the concert series. City of Madison Fire Department’s Emergency Action Plan Template and the 2013 Art Fair on the Square EAP were used to compose this plan per the suggestion of the City of Madison Fire Department. As requested by the City of Madison Fire Department this plan includes guidelines on how to deal with a “lost person” incident.

COMPLETE EVENT SCHEDULE

(each event date)

Set up 8:00am – 5:00pm

Amplified Noise 3:00pm – 11:00pm

Gates open to general public 5:00pm

DJ 5:00-6:00pm

First Support 7:00 – 7:30pm

Second Support 7:45 - 8:45pm

Headline 9:15 - 11:00pm

Tear-down 11:00pm – 1:00am

Street Clear 1:00am

EVENT ORGANIZER: REPRESENTATIVES ONSITE

One event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT.

PRIMARY CONTACT:

**Matthew Bertram, Director of Operations
O: 608-512.1873 C: 920.251.2888**

Note: Matthew roams the entire event site during the event, and will also be available by two-way radio (available to all event staff).

In the event of an emergency, the following secondary contacts will radio/call Matthew (or vice versa). When requested, these contacts may meet Matthew at the Incident Command (Majestic Theatre) to discuss/implement the emergency plan.

SECONDARY CONTACTS:

Matt Gerding, Co-owner O: 608.255.0901 C: 608.469.0748

Scott Leslie, Co-owner O: 608.255.0901 C: 312.505.5545

Note: Matt and Scott roam the entire event site during the event, and will also be available by two-way radio (available to all event staff).

INSURANCE

General liability coverage in the amount of \$1,000,000 to be provided by Majestic Live. Liquor liability coverage in the amount of \$1,000,000 to be provided by partnering nonprofit organization(Tenant Resource Center).

CHAIN OF COMMAND

In the event of a *minor* incident, Matthew Bertram, Director of Operations will serve as the Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks.

In the event of a *major* incident event staff members will look to the Madison Fire Department to identify/name an Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks to everyone.

PRE-DESIGNATED INCIDENT COMMANDER (NOT AN EVENT STAFF MEMBER)

TBD,

Madison Fire Department

Cell during event: [REDACTED]

Secondary cell during event: [REDACTED]

Note: This person will be located at [REDACTED] during the event.

Pre-event contact: Division Chief Ron Schwenn Office: (608) 266-4203

LAW ENFORCEMENT / SECURITY

Police Officers

The need for constant Law Enforcement presence at this event has been identified.

One to two City of Madison Police Department Special Duty Officers will be present during all active* hours of the fair (5:00 – 11:00pm):

*Active hours are those in which the gates are open to the public each event day, and/or when money is being handled.

Should an incident occur that requires Law Enforcement, the on-site City of Madison Police Department Special Duty Officers will be contacted to request this resource. The caller will have the following info available to the officer: nature of emergency, precise location, and contact person with callback number.

Security

Majestic Live has contracted with Original RTM to provide protection services for stage and entry/exit points. The schedule for these security guards will be scheduled during active hours (5:00 – 11:00pm).

Majestic Theatre security staff will be assigned the following duties: ID/wristbanding, entry/exit control, concession security, street cleanup, and general crowd control.

INFORMATION COMMUNICATION PLAN

(Plan for information communication to staff and volunteers during the event)

During the event all staff members who will be spread out over the whole street, will be carrying two-way radios including Matthew Bertram, Director of Operations, and each bar/concessions location.

RADIO CHANNELS

Channel 1: Security

Channel 2: Matthew Bertram (Director of Operations)

Channel 3: Production (stage)

Channel 4: TBD – as needed

When general information/evacuation needs to be communicated to all staff and volunteers during the event, Matthew Bertram, Director of Operations, will use the radio. Staff members will communicate to remaining staff and volunteers in their respective areas of King Street. During set up/tear down, Matthew Bertram, Director of Operations will use relevant radio channels to notify staff.

In the event of an emergency, notification of the emergency will be through the use of 911. Live on King Street staff members present will be asked to have the following information available to the 911 operator:

- Nature of emergency
- Location
- Contactperson
- Call back number

If 911 is contacted by any Live on King Street staff or volunteer, the event's **PRIMARY CONTACT** (Matthew Bertram) will be notified by the reporting person as soon as possible in person, by radio or by cell phone (the reporting person will keep calling Matthew Bertram if he/she reaches voicemail).

SEVERE WEATHER

Scott Leslie, Majestic Live's co-owner, is in charge of monitoring weather conditions. Weather forecasts and current conditions will be monitored through WeatherUnderground (www.wunderground.com), AccuWeather (www.accuweather.com), and Channel 15 (www.nbc15.com/weather).

Pre-Event:

If severe weather is predicted prior to the event, Scott Leslie will contact Majestic Live's Director of Operations, Matthew Bertram, and Co-owner, Matt Gerding, to evaluate the conditions and determine if the event will remain scheduled.

During Event:

If questionable weather begins to occur during the event, Scott Leslie will contact Majestic Live's Director of Operations Matthew Bertram, and Co-owner, Matt Gerding, to evaluate the conditions and determine if the event will remain open.

If severe weather begins to occur during the event, Scott Leslie will radio and call staff members to the Control and Command Center to inform them. Matthew Bertram Director of Operations and other staff are responsible for notifying artists of a weather emergency. All Live of King Street's staff members will notify those attending the event that:

-A hazardous weather condition exists.

-Everyone should seek shelter either in the State Capitol building ,the Madison Municipal Building (210 Martin Luther King Jr. Blvd.) or the City County Building (215 Martin Luther King Jr. Boulevard), as they are all designated severe weather safety zones. Nearby parking ramps or open businesses (away from windows) are also options.

Live on King Street will remain open unless weather is extremely dangerous.

Lightning:

Scott Leslie will also be watching and listening for clues of impending lightning-related danger. This will include darkening skies, flashes of lightning, or increasing wind, which may be signs of a developing or approaching thunderstorm. He will also listen for thunder. If Scott Leslie determines that lightning-related danger is present, he will radio and/or call staff members on the street to instruct everyone to spread word about getting to a safe place (inside substantial buildings). Staff will also be instructed to stay inside. Concert activities will not resume until Scott Leslie has determined that the lightning has passed (i.e., we will resume 30 minutes after the last thunder was heard). Scott will radio and/or call staff members to communicate that the concert is resuming.

FIRE / FIRE SAFETY

No specific hazard has been identified as an increased risk of fire at this event. Nevertheless, Live on King Street staff will be instructed on the safe use of Portable Fire Extinguishers.

Portable Fire extinguishers will be kept at each bar, ID/wristband station, and stage.

All vendors are advised in writing, before the event, to comply with the Madison Fire Department rules and Temporary Vendor Compliance Guidelines. These guidelines state: "All open flame, hot surface or grease producing cooking shall be conducted a safe distance away from any tent. No cooking shall be conducted inside or under a tent." Food vendors will be advised to use a non-flammable sorbent floor covering (from rolls) directly underneath cooking appliances.

FIRST-AID MEDICAL EMERGENCIES

Minor injuries will be treated by event staff at the Command and Control Center and Matthew Bertram, Director of Operations will be informed to determine if paramedics are required to treat the injury and will call 911.

For Severe Injuries:

1. If a person is seriously injured or becomes violently ill and requires medical attention, Live on King Street staff will radio Matthew Bertram, Director of Operations and he will call 911. If Matthew Bertram does not answer on Channel 2 staff will immediately call 911. Staff will be advised not to drive/move the ill or injured person for medical assistance.

2. Staff will provide minor first aid as possible. In all injuries of serious nature, such as a fall, broken limbs, unconsciousness, etc., staff will be advised that the injured should NOT be moved. They will wait for the paramedics and make the injured person as comfortable as possible.

3. Staff will obtain the name of the injured person, and inform the person that help is coming. They will notify Matthew Bertram, Director of Operations, of the situation and location of the injured person and which entrance the paramedics/EMS crew plans to use. If serious, Matthew Bertram will attempt to notify the onsite Police Officers of the situation.

4. Staff will be asked to clear the area of bystanders in a quick, calm, assertive, and polite manner, and clear the area of any obstacle that may be in the path of the paramedics/EMS crew.

5. Staff will attempt to obtain the contact information of the injured person and that of one witness.

6. In the event that the injured person wishes to file a claim, staff will have them contact Matthew Bertram, Director of Operations. The staff person will obtain the name of the injured person and a witness.

7. Complete and Incident/Damage/Theft form.

First Aid Kits:

First Aid kits will be on hand at the following locations during the event:

1. Headquarters

2. ID/wristband station

3. Stage

DISRUPTIVE / THREATENING BEHAVIOR

When disruptive behavior is identified at the event, Live on King Street members will be asked to follow these procedures:

- 1. Remain calm.**
- 2. Let the person state his/her entire complaint.**
- 3. Be sympathetic but remain neutral. If you have the time, let the person talk for a while.**
- 4. If the individual is abusive, tell him/her that such language is not appropriate for a public place.**
- 5. Decide if you can solve the problem. If possible, try to do so. If not, refer the person to a Matthew Bertram, Director of Operations.**
- 6. If the appropriate staff person is not available, tell the person you will see to it that the information will be relayed as soon as possible.**
- 7. If a disruptive individual wishes action taken, get information on how staff members can contact the individual.**
- 8. If behavior becomes threatening, tell him/her you must move on. If individual persists, call Matthew Bertram, Director of Operations.**
- 9. The key to control in a situation where a person is being physically threatening is TEAMWORK. Call for help on your two-way radio or enlist a fellow staff person when possible.**

ALCOHOL CONTAINMENT

At all street exits from the 100 block of King Street, signs will be posted on barricades noting, "No alcohol beyond this point." Live on King Street staff will roam near the exits off the square, and notify fair goers (holding beer cups) that open alcohol must not leave the event location.

Staff and volunteers to be instructed that: Intoxicated and underage persons are not to be served alcohol.

EMERGENCY VEHICLE ACCESS

A lane, 20 feet in width, is maintained to create an emergency access lane for the Madison Fire Department as well as pedestrian access on the street.

LOST CHILDREN OR ADULTS

Designated “lost child/adult” area: Command and Control Center located at the Majestic Theatre.

115 King Street, Madison, WI 53703

In the event that an individual becomes lost or separated from friends/family, all staff will be advised escort the missing person to the event’s Command and Control. Staff will be asked to follow these instructions:

1. If you are relaying a report of a lost person, please give a full description including the missing person’s name, height, weight, hair color, age, and clothing so the City of Madison police can be alerted.

2. If you find a lost child or adult, please do the following:

FOR LOST CHILDREN: Escort the lost child to Command and Control yourself or have another staff person do so. Do not ask a volunteer.

FOR A LOST ADULT: Direct the individual to Command and Control. Use your discretion; an adult may also need an escort. Call Matthew Bertram, Director of Operations, if you are very busy. A police officer may be available to meet you and escort the individual.

3. If someone is looking for a reported lost child or adult, check the following area first, Command and Control and then call Matthew Bertram, Director of Operations.

5. Once a lost person is reunited with their friends/family, communicate the good news via radio so that we may call off the search.

EVACUATION

1. Event staff are responsible for notifying general public and artists of non-weather situations requiring evacuation. Matthew Bertram and/or Matt Gerding and Scott Leslie will speak with the security staff/Police and will radio event staff when such a need arises. Event staff is advised to contact Command and Control if they feel such extreme measures are called for.

2. All Staff will contact other nearby staff members when notice is announced over the radio.

3. Each event staff is advised to calmly notify the general public and artists in their vicinity of situations requiring evacuation.

4. In the case of situations requiring evacuation, staff members will be asked to remove the cash from the registers in bars unless their personal safety is at risk.

5. Live on King Street will remain open unless a situation is extremely dangerous.

6. Staff members will assemble at Command and Control unless the area is at general risk, in which case staff members should meet at Majestic Live’s Office located at 119 E Main St asap after evacuation. If the downtown area is at general risk staff members will be advised to head home and await word from senior staff members via phone or email.

ACCESSIBILITY

General Event Access for Persons with Disability

The event takes place in city streets. Staff ensures that event equipment do not block access ramps between sidewalks and streets, so that persons with a disability can access and move around the event.

Restroom Access

Staff will have knowledge of the following: The Majestic Theatre, the Capitol Building, the Wisconsin Historical Museum, and restaurants around the square offer accessible stalls.