

DATES: July 19, July 26, August 16, August 23, 8/20

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Live on King Street

Event Organizer/Sponsor Majestic Live

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 119 E. Main St. 3rd Floor

City/State/Zip Madison, WI 53703

Primary Contact Scott Leslie FAX _____

Work Phone 608-255-0901 Phone During Event 312-505-5545

E-mail SCOTT@MAJESTICMADISON.COM

Website MAJESTICMADISON.COM

Secondary Contact Matt Gerding

Work Phone 608-255-0501 Phone During Event 608-469-0748

E-mail matt@majesticmadison.com

Annual Event? YES Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 3,000 per event (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 3PM to 10PM 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: 100 Block of King St.

EVENT DATE(S)/SCHEDULE 7/19, 7/26, 8/16, 8/23, 9/20

Date(s) of Event (including set-up and take-down) 7/19, 7/26, 8/16, 8/23, 9/20 Rain Date(s) NONE

Event Start Date(s)/Time(s) 8AM Set-Up Date(s)/Time for Event n/g

Event End Date(s)/Time(s) 11PM Take-Down Time n/g

Take-Down Time: start to streets reopened

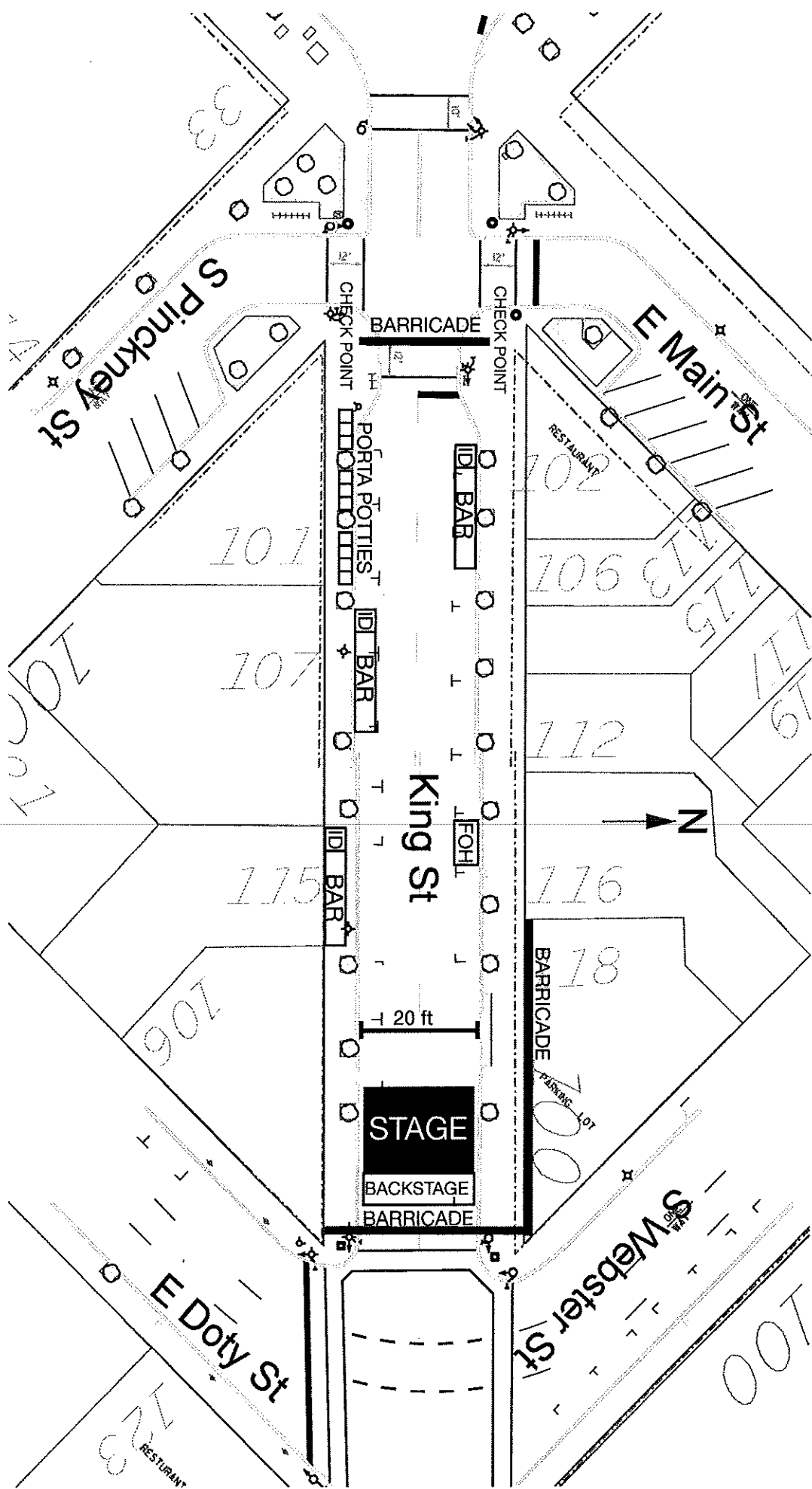
APPLICATION SIGNATURE

_____MLG I/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, statues and laws.

Signature [Signature] Date 1/15/13



LIVE ON KING STREET SUMMER SERIES
Majestic Live Event Outline

Event Zone Area:

- The 100 Block of King Street (between Pickney/Main and S. Webster/E. Doty)

Event Zone Area to be closed to traffic from 6AM the day of events until 2AM the following morning.

Entertainment Overview:

There will now be one 28x24 stage, located on the 100 block of King Street, on the E. Doty/Webster side of the street.

The live entertainment schedule will be:

Gates Open:	5PM
DJ:	5:00PM - 7:00 PM
Opening Band:	7:00 - 8:00
Headlining Band:	8:30 - 10:00

Stage to be torn down immediately following music. Street to be open by 6AM the following day.

Alcohol Overview:

Tenant Resource Center, or another Non-Profit organization to be determined, with the Majestic will operate and serve beer at two different locations. One location will feature a beer caddy with tap beer on the northwest side of King Street. The second beer station will be located directly in front of the Majestic and feature canned beer.

The Majestic will operate two (2) wristband stations, located next to the serving stations, where those over the age of 21 can get a wristband. The Majestic's trained security staff will handle all ID checking and wristbanding. Attendees would need to have a wristband in order to purchase and consume beer in the event zone area.

MPD will not be involved with those drinking the wrong type of beer, nor does RTM security have the authority to remove people from the area or take beverages away from people of legal drinking age. Additionally, RTM will not have the responsibility of checking for underage drinkers, as this is a police function.

As per the recommendation of the MPD from Peter Bjorn & John on King Street in August on 2011, we will have additional gates and staff brought in for the sides of the stage to close this off as entry and exit point.

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

Concessions will be open from 5PM - 10:00PM.

Security Overview:

The Majestic will contract with R.T.M. security for the event, who will provide six (6) security personnel at the following locations:

One (1) Supervisor at the stage from 12PM until 12:00AM.

One (1) at the stage located on the Doty side of King Street from 4:30 - 10:30PM.

Two (2) at the entry point on Doty Street.

Two (2) at the entry point on Pinckney St.

The supervisor will be responsible for monitoring the RTM security staff and would also have a radio line connected with the MPD to alert them of any situations or emergencies.

Security will be attired in visible/indentifiable shirts/jackets or uniforms that clearly identify them as event security.

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

All members of the security staff and volunteers will have a full briefing regarding rules and expectations at 4:30PM the day of the event. We would like for MPD to participate in this discussion.

Clean-Up and Port-a-Johns

There will be a total of 10 port-a-johns, arriving at 3PM to be placed on the Majestic side of King Street (see map).

Blackhawk Church will be providing 10 volunteers at all times, who will be working in shifts to maintain as much cleanliness as possible throughout the event zone area. 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 King Street.

We are requesting 10 trash bins which will be placed throughout the event zone area.

All volunteers will be required to clean-up the event zone area starting at 10pm that evening. Stage lighting will be used to illuminate the event zone area. Trash will be picked up by the time streets open again for vehicle traffic.

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:

- 5 recycling bins, which will be placed along King Street.

All trash and recycling will be taken to the dumpsters in they alley behind the Great Dane (which we regularly use for Majestic. Overflow trash can be placed in the dumpsters behind the Argus.

Signage & Awareness

At entry, signage will read:

NO GLASS PERMITTED
UNDERAGE CONSUMPTION OF ALCOHOL PROHIBITED
NO CARRY-INS ALLOWED

At exit, signage will read:

NO ALCOHOL BEYOND THIS POINT

Security personnel from RTM will also be responsible for communicating rules for entry and exit of the event zone area. They will be attired in a way that will make them identifiable to attendees.

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 Tenant Resource Center.

Parking

Cars will need to be cleared from the event zone area by 6am the following morning.