

# STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event Revelry Music and Arts Festival

Event Organizer/Sponsor University of Wisconsin Board of Regents

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

If Yes, provide State of Wisconsin Tax Exempt Number 04076

Address 800 Langdon St.

City/State/Zip Madison/Wisconsin/53706

Primary Contact Josh Levin FAX (608) 890-4411

Work Phone (818) 518-7600 Phone During Event (818) 518-7600

E-mail jlevin4@wisc.edu

Website www.madisonrevelry.com

Secondary Contact Susan Dibbell

Work Phone (608) 263-4009 Phone During Event (608) 219-0295

E-mail smvandeh@wisc.edu

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: \_\_\_\_\_

Estimated Attendance 7,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 10:00AM to 10:00PM  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: 700 and 800 block of Langdon St.

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 5/2/14-5/4/14 Rain Date(s) N/A

Event Start Date(s)/Time(s) 5/3/14 12:00PM Set-Up Date(s)/Time for Event 5/2/14 8:00PM

Event End Date(s)/Time(s) 5/3/14 10:00PM Take-Down Time 5/4/14 2:00AM

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 S.M. Dibbell Date 3-13-14

# Revelry Event Site Safety Plan

## Event Summary

Revelry is a music and arts festival event hosted at Memorial Union on the UW Campus on Saturday, May 3<sup>rd</sup>, 2014. Music will be held on stages in the Terrace area of Memorial Union and in front of Memorial Union on Langdon St. along with an art fair and various arts oriented activities in UW's Lot 1 (between Memorial Union and Red Gym). Revelry will be a ticketed event; a ticket will be required for entry and re-entry to the event on Langdon St. Entry to the Union, Terrace and Lot 1 will not require a ticket.

## Schedule

### Friday 05/02/14

8:00PM UW Police restrict Access to Langdon St. (power placed)  
8:00PM Stage Setup Begins  
8:00PM – 2:00AM Sunday 05/04/14 Site secured by CSC Security

### Saturday 05/03/14

7:00AM Work Resumes  
8:00AM Set up begins in Lot 1  
9:30AM Security and Staff Meeting  
10:00AM-11:00AM Sound Check  
12:00PM Gates Open  
12:00PM-10:00PM Event  
10:00PM-10:30PM Venue cleared of concert goers  
10:00PM-2:00AM Event Strike  
2:00AM Street Reopens

# Capacity

**Ticketed Capacity: 7,000**

**Union Terrace Capacity: 3,500**

## Demographic

- Ages 18+
- At least 70% UW-Madison Students

## Distribution of Occupancy Load & Crowd

### Management

- There will be activities and events on the Memorial Union Terrace, In Lot 1, and on Langdon St.
- The festival sites, schedule and entertainment are designed to distribute the occupancy load over a large area.
- No permanent fencing will be used for crowd control purposes.
- Blow-through style barricade will be used in front of the stages for crowd control purposes. **(SEE PHOTO)**
- Snow fence will be used to create festival boundaries on Langdon St. **(SEE PHOTO)**
- Snow fence and traffic barrels will be used to create entrance shoots **(SEE PHOTOS)**
- If it is determined by festival organizers that the maximum occupancy load on the Memorial Union Terrace, in Lot 1, or on Langdon St. has been reached, access will be restricted at all entrances to the street, the Terrace, or the parking lot.
- A trough will be created to restrict crowd flow between Downstage and Front of House
- In the event of an overly congested crowd in front of the stage, the following steps will be taken to ensure the safety of the patrons, the staff, and the artists:

- CSC Security will attempt to solve the problem by alerting people that they must move backwards
- If the problem has not yet been resolved, CSC will use a combing technique in which guards will enter the crowd in rows to disperse the audience members
- If the problem has not yet been resolved, an announcement will be made from the stage
- If the problem is still not resolved, the artist will take a short break
- If the problem has not been resolved after this point, the show will stop and an emergency evacuation of the impacted space will take place via the marked egress routes

## Entrance and Exits

### Entrances:

There will be 3 main entrances for this event. The entrances will be created using snow fencing and traffic barrels **(SEE PHOTO)**

- 1) **Langdon St. Entrance:** Located at the intersection of Langdon St. and Lake St. (no festival infrastructure will protrude into Lake St.)
  - 2) **Lot 1 Entrance:** located in Lot 1 at the arts area at Langdon St.
  - 3) **Library Mall Entrance:** Located at Langdon St. and Memorial Library
- \*\*All Entrances/Exits will have designated entry/exit points.**

### Exits:

Main Entrances and Exits to site:

- 4) **Langdon St. Exit:** Located at the intersection of Langdon St. and Lake St. (no festival infrastructure will protrude into Lake St.)
  - 5) **Lot 1 Exit:** located in Lot 1 at the arts area.
  - 6) **Library Mall Exit:** Located at Langdon and Memorial Library
- \*\*All Entrances/Exits will have designated entry/exit points.**

An audible announcement of all exit locations will be announced prior to the beginning of the show.

Re-entry: Re-entry will be allowed with wristband only.  
All entrances will be lighted using rented light towers.

## **Medical**

- Response time from nearest hospital is three (3) minutes.
- Nearest Hospital is Meriter Hospital on Park Street
- Three (3) teams of First Responders will be assigned to the event.
  - First responders have EMT basic training, but will only operate as First Responders
- Emergency Vehicle access to the site will be via Park St. and Lake St.

## **Traffic:**

- UWPD will have posts at Lake & Langdon St. and at Park St. and Langdon St.
- Langdon St. will be closed at 8:00PM on Friday May 2<sup>nd</sup> and will reopen at 2:00 AM on Sunday May 4<sup>th</sup>
- Buses will need to be rerouted from Langdon St.
- Buses will not be permitted to run on the 700 block of Langdon St. from 8:00pm Friday, May 2, 2014 until services begin on Sunday, May 4, 2014.
- UW Transportation Services will coordinate signage for closing lot 1 and informing bike patrons and handicap parking in lot 1.

## **Severe Weather**

- In the event of severe weather, patrons will be directed to shelter in the Memorial Union, The Red Gym, Memorial Library and College Library via stage announcements.
- The UW will also provide an onsite Weather Monitor to provide real time information to festival staff.

- In the event of severe lightning Event Site Managers will inform the crowd via stage announcements that they should seek shelter and will provide instructions at that time.
- Festival security staff will be briefed and will also facilitate the evacuation of the site.
- In the event that a shelter in place scenario would be necessary Memorial Union, The Red Gym, Memorial Library and College Library will be accessible.

## **Command Post**

- A communication center will be established, identified, and accessible to all festival organizers, site managers, UW Police, Madison Police Department, Madison Fire Department, and CSC Security in the Memorial Union.
- Communication will be established through two-way radios.
- Revelry will rent radios from Clearwing Productions; UWPD, CSC Security, and First Responders will use their own radios

## **Event Stop Procedure**

- The following individuals will be identified prior to the show and will be responsible for making any show stop decisions.
- Any of the people listed below will have the capacity to call for a show stop or evacuation at any time
- Event Managers will be identified and in radio contact on the day of show

## **Event Stop Managers**

**MPD Representative:** TBD

**MFD Representative:** TBD

**UWPD:** Jason Whitney or Mark Silbernagel

**CSC:** Ross Anderson

**Revelry Site Manager:** Josh Levin

**Memorial Union Site Manager:** Susan Dibbell

**Frank Productions:** Jason Meyers

## **Security**

- UW will contract CSC security for the entire event site
- UW Police will provide traffic control, necessary signage, and removable barricade as needed.
- UW Police will develop a security plan along with the University organizers
- CSC will work directly UW Police, UW festival organizers and Frank Productions to establish a security plan for this event
- Beer will be served at the Memorial Union by Wisconsin Union Staff
- Alcohol carry ins will not be allowed at this event
- No alcohol will be permitted beyond Memorial Union
- No alcohol will be permitted on Langdon St. or in Lot 1
- Lost and Found will be at the Essentials Desk in Memorial Union
- The Wisconsin Union will provide credentials to all working staff, volunteers, and artists
- Communications will be established by wireless radio with UW festival Organizers, Frank Productions, CSC Security staff
- Re-Entry will be permitted with a ticket only
- Glass, bags larger than 8.5" x 11", weapons, drugs, and alcohol will not be allowed into the event
  - Same carry in policy as UW Football games
- Bags will be checked upon entry
- UWPD has an active shooter plan

## **Fire**

- Extinguishers will be provided at all staging and vending areas.
- No Pyrotechnics will be used during the event
- Emergency Exits will be clearly marked and egress aisles will be maintained
- There will be no cooking or open flames within 15' of a tent

## **Credentials**

- Laminated passes will be issued to all working staff, artists, and volunteers.
- Guest Service volunteers will be issued a shirt to distinguish them from other workers

## **Glass ban**

- Will not be creating a city glass ban
- We will communicate with patrons that glass will not be permitted inside the festival boundaries
- No citations will be written for the possession of glass, patrons will simply not be permitted into the event.

## **Alcohol Sales**

- Only Beer will be served at Memorial Union. No spirits.
- Beer will be served by Wisconsin Union Staff
- Alcohol will only be allowed in the Union and on the Terrace
- All beverages will be decanted.
- Alcohol is not permitted on Langdon St. or in Lot 1.

## **Volunteers**

Will be responsible for the following:

- Guest Services



- Help with setup and tear down of Art Displays in Lot 1
- Provide information at entrances
- Help with pedestrian traffic flow
- Volunteers will be identified by their shirts and working pass laminates.

## **Signage**

The following signage will be at the entrances of the event:

- No Moshing, No Crowd Surfing
  - Also in front of stage
- Carry in Policy
- Behavior Policy
- Right to refuse entrance

**SEE PHOTOS FOR LAST YEAR'S SIGNAGE**



### Revelry Security Plan

1. UWPD will be responsible for overall security of the event.
2. Crowd Control
  - a. Blow through barricades in front of stage
  - b. CSC Security will control music crowds
  - c. UWPD will have a presence in all areas of the event venue
3. Alcohol Containment
  - a. All alcohol sales will take place within the Memorial Union grounds.
  - b. Security at entrances and exits of the union will ensure that no patrons take alcohol off of the specified grounds
  - c. Alcohol is not allowed on Langdon St. or in Lot 1.
4. The event venue is not to be held responsible for lost or stolen items
5. Protecting event patrons
  - a. UWPD and CSC Security will staff the entire event to ensure the safety of patrons.
  - b. Bags will be checked upon entry

### Revelry Safety Plan

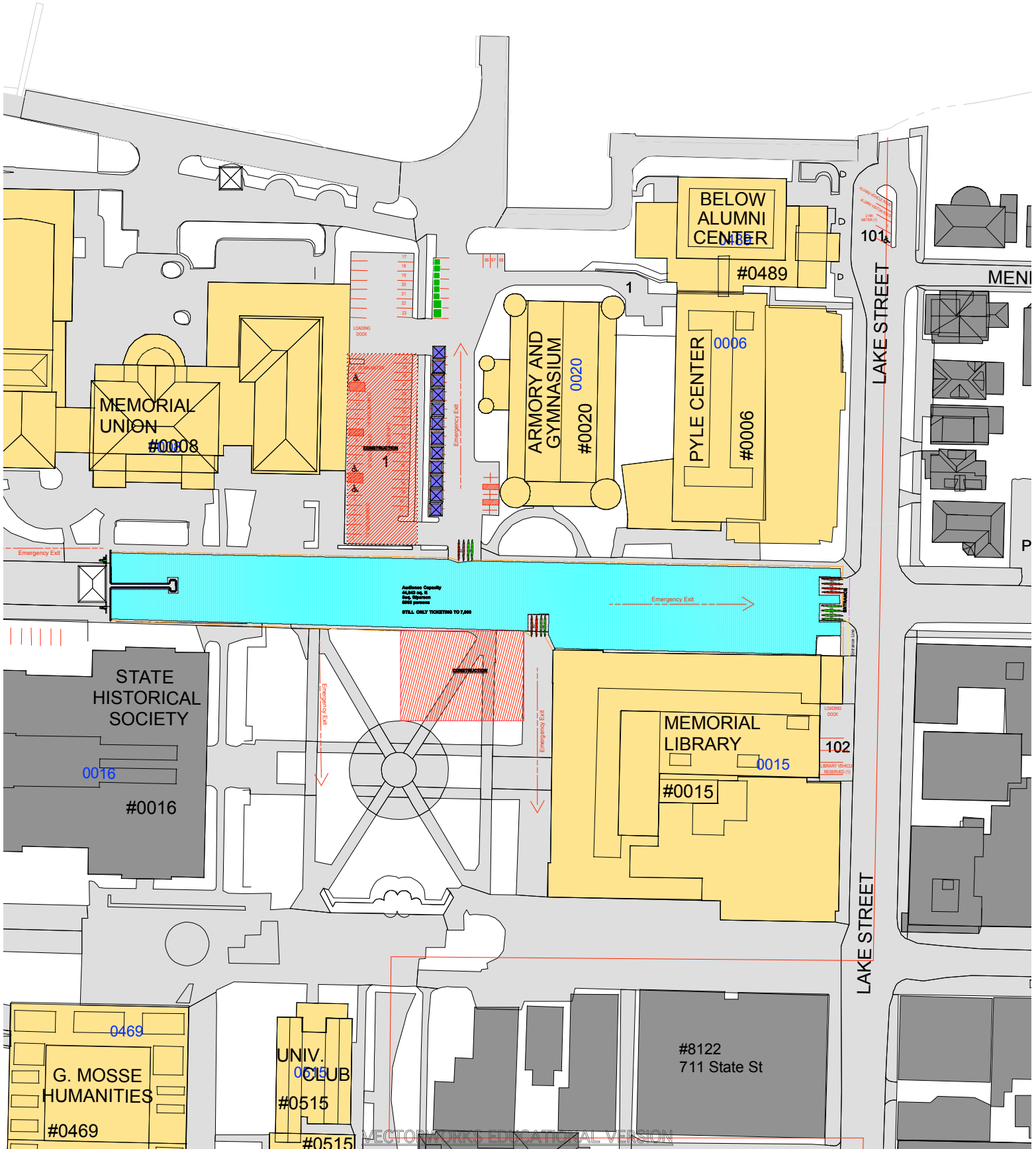
1. First Aid and Emergency Response
  - a. First aid stations will be set up within the festival grounds.
  - b. In the event of an emergency UWPD will respond accordingly.
2. Emergency Contact Information

In the event of an emergency any of the following people should be contacted

  - 1) MPD Representative: TBD
  - 2) MFD Representative: TBD
  - 3) UWPD Representative: TBD
  - 4) CSC Representative: TBD
  - 5) Courtney Byelich (608) 469-7598
  - 6) Josh Levin (818) 518-7600
  - 7) Susan Dibbell (608) 219-0295
3. Designated Lost Child Areas
  - a. At each entrance security personnel will be able to handle these situations, but all patrons must be 18 years of age or older.
4. Communicating with staff
  - a. At each stage and entrance there will be at least one person with access to radio communication to relay messages to the rest of his or her team, the event organizers, security and medical personnel.

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