



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 DATE

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 and 200 blocks MLK Jr Blvd

HEADQUARTERS/INCIDENT COMMAND AND CONTROL

Majestic Theatre: 115 King Street, Madison, Wisconsin 53703

ANTICIPATED ATTENDANCE PER CONCERT

- **60 Majestic Theatre staff (bartenders, ID/Wristband, event organizers)**
- **20 volunteers provided by Blackhawk Church (street trash removal)**
- **3 Special Duty City of Madison Police Officers (contracted, per shift)**
- **40 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**
- **8-14k 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 August, 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 4:00pm – 11:00pm

Gates open to general public 6:00pm

DJ 6:00-7:00pm

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).