

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Majestic Live Presents: PETER BROWN & JOHN LEE 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 115 KING STREET

City/State/Zip MADISON, WI 53703

Primary Contact Scott Leslie FAX 608-255-6901

Work Phone 608-255-6901 Phone During Event 608-317-565-5345

E-mail scott@majesticmadison.com

Website www.majesticmadison.com

Secondary Contact Matt Gebel Phone During Event 608-469-0748

Work Phone 608-255-6901

E-mail matt@majesticmadison.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance _____ (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 5PM to 11PM 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: 106 KING STREET

EVENT DATE(S)/SCHEDULE

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

Rain Date(s) NA - RAIN OR SNOW

Event Start Date(s)/Time(s) 8/25/11 6PM

Set-Up Date(s)/Time for Event 6PM

Event End Date(s)/Time(s) 8/27/11 2AM

Take-Down Time 11PM

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____ 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, statutes and laws.

Signature [Signature] Date 4/8/11

Majestic Live Presents
105.5 Triple M Welcomes
PETER BJORN & JOHN
With Special Guests TBA
LIVE ON KING STREET
Downtown Madison, WI
Friday August 26, 2011
Gates Open at 5PM
Music Starts at 7PM
www.majesticmadison.com

Event Overview:

The Majestic has confirmed Swedish Indie Rock sensations Peter Bjorn and John for a performance at the Majestic Theatre on Friday August 26th. Both the Majestic and the band have expressed an interest in having this concert be a free event on King Street.

Peter Bjorn and John jumped to international stardom with their ubiquitous 2006 hit “Young Folks” known to some as simply The Whistle Song. The song received heavy airplay on 105.5. Triple M. They have recently released their follow up album, and the first single has been very well received and is also being played on Triple M.

The Majestic has had an interest for many years in producing outdoor events on King Street, both as paid and free programs. It is our hope that this will be a springboard to more outdoor programming in Downtown Madison in the coming years.

Event Zone:

The Event will encompass the entirety of the 100 Block of King Street. A concert stage will be placed on the corner of King and Doty. We believe this is a better location because of the natural slope of the street, creating far better sightlines for everyone. We believe that this will be the only street that is needed for closure, however it may be recommended to close East Main and South Pinkney Streets within the outer loop of the Capitol Square.

We are hopeful that we will be able to utilize the surface parking lot at King and Webster as an emergency route for emergency vehicles.

Event Timeline:

6PM, August 25 th :	The 100 block of King Street becomes closed to vehicle traffic
9PM August 25 th :	Load in and stage construction begins
9AM August 26 th :	Load in of sound and lighting
2PM August 26 th :	Tentative Load In for Peter Bjorn and John
3PM August 26 th :	Tentative Peter Bjorn and John Soundcheck
4PM August 26 th :	Support Acts Load in and Soundcheck

5PM August 26th: Gates Open
7PM August 26th: First Band performs a 40 minute set.
8PM August 26th: Second Band performs a 40 minute set
9PM August 26th: Peter Bjorn and John perform a 75-90 minute set
11PM August 26th: Strict hard sound curfew
11PM August 26th: Load Out of Peter Bjorn and John, Sound and Lights and Stage
8AM, August 27th: King Street open again to vehicle traffic

Change of Licensed Premise:

The Majestic will apply to the ALRC for a Change of Licensed Premise. As this is a free event, the sale of beverages will be the only revenue source available to offset the costs of the production. The Majestic will be the only licensed vendor on King Street.

The Majestic will be responsible for obtaining all necessary insurance to satisfy City of Madison Risk Management, as well as for safe identification and distribution of alcoholic beverages.

Impact to Area Businesses:

Since the event is free, the street will remain open and businesses will remain open and restaurants would be able to utilize their sidewalk cafes.

It is our belief that the taverns in the area will see a dramatic increase in business as the concert ends.

Security Overview:

The Majestic in concert with private security and with limited assistance from Madison Police Department will be responsible for securing the event. As it is a free event with limited vending, we do not anticipate the need for a heavy security presence on the street. However, there will be no less than 15 security staff members for the duration of the event.

Marketing Plan:

We will market this show to various print outlets such as The Onion, 77 Square, Badger Herald and Isthmus. Additionally, we expect 105.5 Triple M to be the welcoming station for the show. The event will be rain or shine.

Recycling:

We will be asking the City of Madison streets division to provide recycling containers for the event. Post show, Majestic staff will work with City staff to clean the street of debris and dispose of it appropriately.