

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Freakfest 2017

Event Organizer/Sponsor Frank Productions

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☐ Yes ☒ No

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 155 E. Wilson St. Suite 100

City/State/Zip Madison, WI 53703

Primary Contact Jason Mayer

FAX 608-284-5479

Work Phone 608-284-5461

Phone During Event 812-677-0576

E-mail jason@frankproductions.com

Website www.frankproductions.com

Secondary Contact Charlie Goldstone

Work Phone 608-284-5462

Phone During Event 608-575-4597

E-mail cgoldstone@frankproductions.com

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

If Yes, name of charity to receive donations: _____

Estimated Attendance 30,000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 3:00 PM to 2:00 AM

☒ 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: Capitol Square, WI Ave to State St to W. Washington Ave. 100 - 600 State Street

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 10/27 - 10/29

Rain Date(s) _____

Event Start Date(s)/Time(s) 10/28/2017 6:00 PM

Set-Up Date(s)/Time for Event 10/27 6:00 PM

Event End Date(s)/Time(s) 10/29/2017 4:00 AM

Take-Down Time 10/29 2:00 AM

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, statues and laws.

Signature _____

Date _____

Addendum A – Event Grounds

1) EFFECTIVE DATE: This permit is effective from October 27, 2017 through October 29, 2017. Specific times are detailed on a per-site basis below.

2) FRANK PRODUCTIONS, INC. ADMINISTRATOR: The following Frank Productions, Inc. staff person is responsible for administration of this street use permit:

Jason Mayer
Production Manager
Phone: 608-284-5461
Cell: 812-677-0576
Fax: 608-284-5479
jason@frankproductions.com

3) EVENT GROUNDS:

The event grounds shall be as follows (see attached diagram):

- Location A (Capitol Square):
 - Access to the top of State Street fenced area will begin at 6:00 PM on Friday 10/27 and will continue until deconstruction is complete early Sunday morning 10/29 by 4:00 am.
 - The border between the permitted area and the State St right of way indicated on the original site maps shall be delineated by private security personnel provided by Frank Productions, Inc.
 - W Mifflin St. between S Hamilton and N Carroll as well as N Carroll between W Mifflin and Main St. will be used for production/artist/working staff parking. This area will be included in the fence line. Private Security will be used to supervise the areas where vehicles are parked. Frank Productions will need access to this part of the site at 6:00 – 10:00 PM on Oct. 27th and then again 2:00 PM on Oct 28th until 4:00 AM Oct 29th.
- Location B (Buckeye Lot):
 - 50%(Top Half Next to Gilman) of the parking spaces of the Buckeye Parking Lot starting at 8AM and the Entire Lot by 4PM on Oct 28th and concluding at 4:00 AM on Oct 29th.

- Location C (W Gilman St):
 - o W Gilman St from State Street intersection up to N Henry St. Full access to this site from 7:00 am on Oct 28th to 4:00 am Oct 29th; including all parking spaces on the street.
- Location D (Concrete Park on N Frances)
 - o Cul-de-sac on N Frances up to State Street starting at 8:00 am Oct 28th to 4:00 am Oct 29th.
- Location E (S Frances next to State Street Brats)
 - o Cul-de-sac and paved area on S. Frances adjacent to State Street Brats starting at 8:00 am Oct 28th to 4:00 am Oct 29th.

4) SECURITY (PROVIDED BY RTM):

For Locations A & C:

- 6 Private Security Personnel per location to guard backstage working area
- 1 Private Security Personnel for each of the following parking locations:
 - o Gorham St parking lot
 - o W Mifflin St Parking area detailed above
 - o N Carroll St Parking area detailed above
- 8 Private Security Personnel per location to be placed inside stage barricade area.
- 2 Private Security Personnel per location to delineate the Capitol Square permitted area from the State Street festival area.
- Other security deployments as needed

For Location E & F:

- 2 Private Security Personnel around the areas

6) OTHER WORKING STAFF TO INCLUDE:

- All Frank Productions, Inc. employees, and contracted personnel
- Intellasound Production contractors
- All artists and accompanying entourage
- Pepsi working staff

7) MOUNTAIN DEW SITES:

- A. Pepsi will have 2 Sampling areas. The Sampling tent will be open to the public and used to give away non-alcoholic drinks and merchandise. This location will have at least 1 dedicated private security guard. The locations and specs are as follows:

1. Mt. Dew Sampling tent – On the street of W Gorham, where it connects with State St. A foot print of 20'w x 20'd

x 15'h will be occupied by a tent, leaving enough space for an emergency lane. Inside the tent, Mt. Dew will be sampling non-alcoholic drinks and giving away miscellaneous items such as neck beads and t-shirts. All has been approved by MFD and MPD.

2. On the other side of State St at the corner of W. Gorham, Mt. Dew will have a 10x10 area handing out non-alcoholic samples and other miscellaneous items.

- 8) Transportation Management and Parking plan details are the responsibility of the City of Madison.
- 9) Crowd control outside event perimeters is the responsibility of the City of Madison.
- 10) All meters on Johnson St. between Broom & Carroll St. need to be bagged for 10/28 starting at 8:00 AM until the street reopen at 4:00 AM on 10/29. Meters to be bagged by parking enforcement.

EVENT SCHEDULE:

Friday 10/27:

6:00 PM Site A: Capitol Square Stage build

Saturday 10/28:

8:00 AM Load in of Sites C, D, & E begin, Top half, next to Gilman St., of the Buckeye lot is closed to public.

10:00 AM Set Ticket Trailers

2:00 PM Load in of Site A resumes

4:00 PM Site B: Entire Buckeye Lot is Closed to the Public

7:00 PM State Street closed to public, ticketed entrances begin operation.

8:00 PM Stage programming begins.

Sunday 10/29:

1:30 AM Concert curfew, State Street is cleared. Stage production and Pepsi load out begins. Private security released once load out is completed.

4:00 AM Permit locations clear of all gear.

ADDENDUM B

Applicant: Frank Productions, Inc
Event: Freakfest
Event Date: 10/28/2017
Date Permit Granted:

The purpose of this Addendum B is to address the ticketing system and method of allocating costs for the Street Use permit for the about Street Use Permit issued to Event Sponsor/Applicant Frank Productions, Inc.

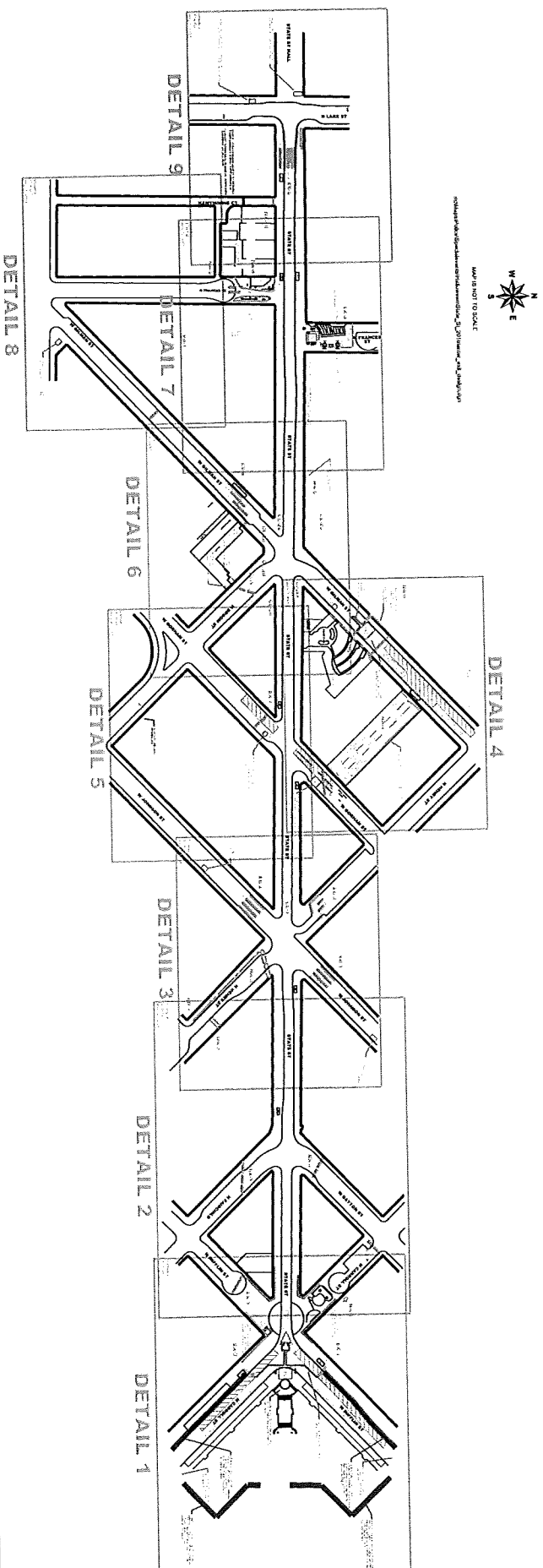
- (A)** City will control access to a larger perimeter (to be determined by City staff, and not part of this permit.) This perimeter will be fenced, gated and controlled by the City for purposes of public safety & crowd control.
- (B)** Tickets will be required to enter at the gated entrances. Purpose of selling tickets if for City to control the number of people entering the area and to recover some costs of crowd control resulting from the gathering which traditionally takes place on this date. Ticket price will also include entrance fee for Applicant's Street Use permitted event (the music/entertainment venues described on permit.)
- (C)** Applicant and the City will enter into a written agreement to address all details of ticket sales. It is anticipated that applicant will handle ticket sales prior to and on the date of the event, and the City will take tickets and control entry at the gates. Details to be addressed in the written agreement include, but are not limited to:
 - How, where, and when tickets will be offered for sale
 - Price of tickets
 - Accounting for sales, reporting between applicant and city
 - Method of allocating proceeds from ticket sales between applicant & the City
- (D)** Costs of City Services (Sec. 10.056(7)(c).) The written agreement shall also establish an appropriate method for applicant to reimburse for costs of city services resulting from their permit, which may include an allocation of ticket sales revenue and any other revenue. The agreement should take into account any costs of city services for the street use permit venues that are not paid directly as a standard condition of the permit, as well as the costs of the larger safety perimeter established by the city, and the contributions of both parties to the safety and success of the event.

SETUP DETAILS

AUG 3, 2017

PSC & EVENT STAFF

EN - # Entrance Only
EX - # Exit Only
EE - # Entrance & Exit
NA - # No Access
CL - # Closure
PSC = Private Security Contractor





2
 11
 100
 1000

AUG 3, 2017

LOCATE TICKET BOOTH
NEAR THEATER STAGE
DOOR, DO NOT BLOCK
STAGE DOOR EXITING

JOHNSON ST

STATE ST

W DAYTON ST

N CARROLL ST

N FAIRCHILD

W MIFFLIN ST

STATE ST

TURNING
RIGHT
EMERGENCY

NA-

EMERGENCY
TYP A
STAGE
SECTION

EX-4

EX-5

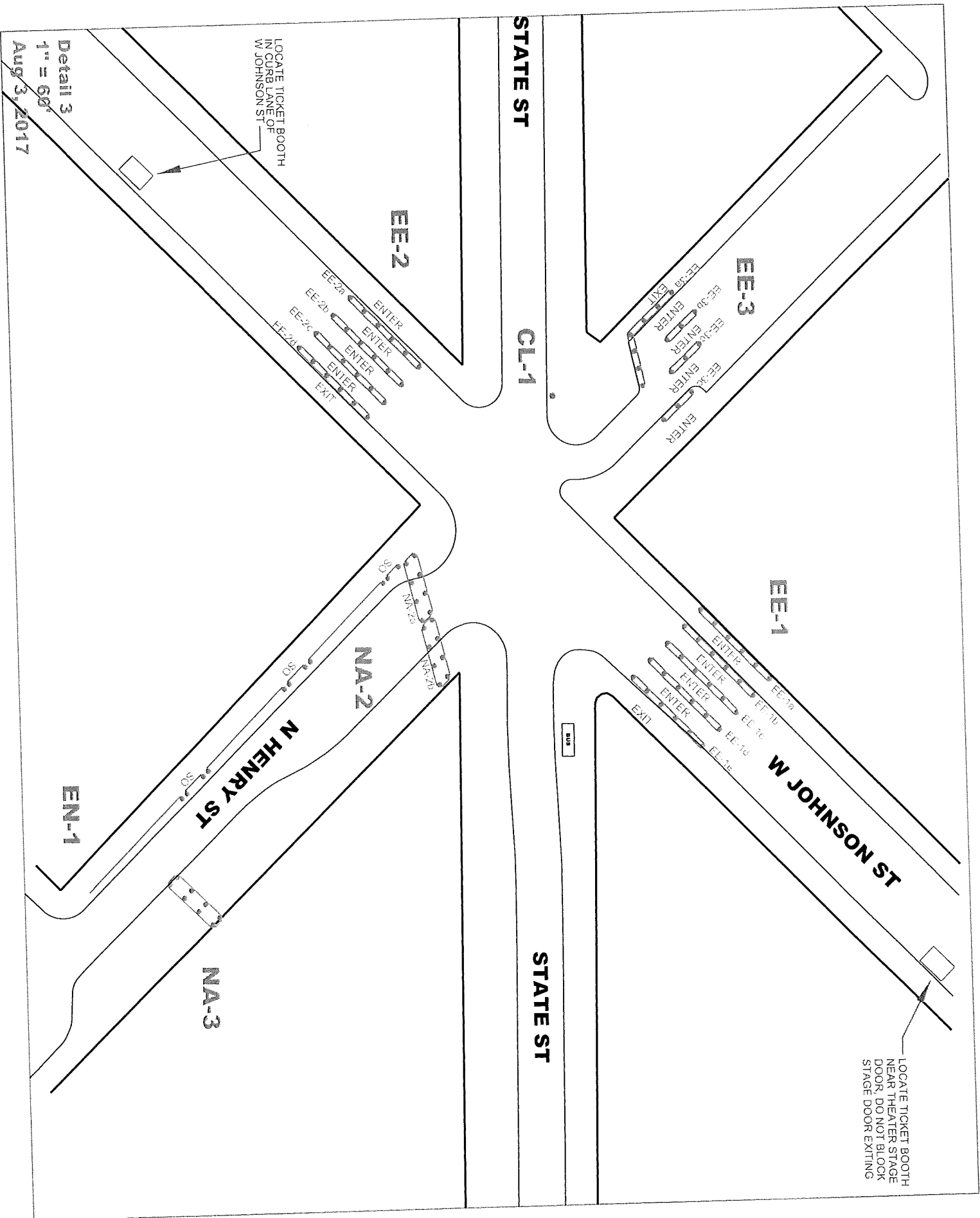
EX-9

EX-3

NA-3

N-1

Detail 2
1" = 80'
Aug 3, 2017



STATE ST

CL-1

STATE ST

EE-3

EE-1

EE-2

NA-2

N HENRY ST

NA-3

EN-1

LOCATE TICKET BOOTH
NEAR THEATER STAGE
DOOR, DO NOT BLOCK
STAGE DOOR EXITING

LOCATE TICKET BOOTH
IN CURB LANE OF
W JOHNSON ST

Detail 3
1" = 60'
Aug 3, 2017

N HENRY ST

..BOTH SIDEWALKS CAN
BE USED FOR
EMERGENCY EXITING

EVENT STAFF TO PROVIDE
STAGE SECURITY AND
SIDEWALK CROWD CONTROL

W GORHAM ST

W GILMAN ST

PEACE PARK

VISITOR
CENTER

D 618.1-1995

60

Aug 3, 2017

STATE ST

~~-SPONSOR TENT LOCATED AT
CURB, TRAFFIC LANE. DO NOT
SET UP TILL TRAFFIC DETOURS
START AFTER 6:00 PM.~~

CENTER

STATE ST

STATE ST

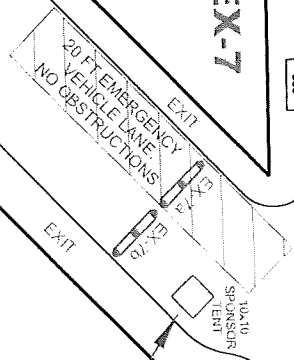
-2e

EX-7

W BROOM ST

W GORHAM ST

W JOHNSON ST



SPONSOR TENT LOCATED AT CURB, TRAFFIC LANE. DO NOT SET UNTIL TRAFFIC DETOURS START AFTER 6:00 PM.

SPONSOR TENT LOCATED AT CURB, TRAFFIC LANE. DO NOT SET UNTIL TRAFFIC DETOURS START AFTER 6:00 PM.

LOCATE TICKET IN CURB LANE OF W JOHNSON ST

ACCESS TO DRIVEWAY REMAINS OPEN

Detail 5
1" = 60'
Aug 3, 2017

ON
CUTS)

NA-5

PSC TO PROVIDE SECURITY
AT ALLEY ENTRANCE

CL-2a

STATE ST

CL-2b

CL-2c

CL-2d

CL-2e

EE-4

EE-5

W GILMAN ST

DORM

RESTAURANT

ALLEY

ALLEY

PSC POST A-2
CONTROLLED ACCESS
FOR DELIVERY VEHICLES

PSC POST A-1
ALLOW NO ACCESS
TO/FROM VIDEO STORE AND
RESTAURANT AS NEEDED

N BROOM ST

W GORHAM ST

W GILMAN ST

10x10
SOUND
TENT

VISITOR
CENTER

PEACE PARK

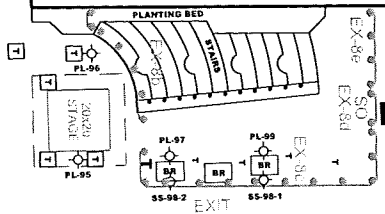
PSC TO PROVIDE SECURITY

STATE ST

Detail 5
1" = 60'
Aug 3, 2017

EX-8

**N FRANCES
ST**

PSC PROVIDE ENTER/EXIT
CONTROL STAFF

** EVENT PLANNER TO USE HIGH AND LOW OUTLETS ON POLES PL-95, PL-96, & PL-97 ONLY (QTY 6, 20 AMP CIRCUITS)

PSC T
AT AL

STATE ST

BUS

STATE ST

PLAKTER

248

PSC CLOSE BARRELS NA-8a
AS SHOWN AT 9:00PM

9-A-N

N FRANCES ST

ENTER
13
EXIT

PSC TO STAFF
THIS AREA

NA-3a
NA-3c
NA-8b
NA-8a

VER-



W GILM

Detail 7
1" = 60'
Aug 3, 2017

HAWTHORNE

NA-9

N FRANCES ST

VB-1

W GILMAN ST

MOBILE TICKET BOOTH PROVIDED
AND LOCATED BY EVENT PLANNER

Detail 8
1" = 60'
Aug 3, 2017

N LAKE ST

STATE ST MALL

MOBILE TICKET BOOTH PLACED FRIDAY
BY PARKS DEPT FOR EVENT PLANNER

MOBILE TICKET BOOTH BY EVENT PLANNER
POWER BY EVENT PLANNER (PORTABLE GENERATOR)

N LAKE ST

EE-6

STATE ST

NA-10

HAWTHORNE CT

POST CLOSE BARRELS NA-10
AS SHOWN AT 9:00PM

* STATE ST NEEDS TO REMAIN CLEAR OF ALL MATERIALS
EXCEPT BARRELS AND SMALL WASTE CONTAINERS
** CONVERT ENTRANCE/EXIT SIGNAGE AS NEEDED WHEN
CHANGING FLOW DIRECTIONS

Detail 9

1" = 60'

Aug 3, 2017