

# FRANK PRODUCTIONS

155 E. Wilson St. Suite 100 – Madison, WI 57303

Off: 608-284-5460

[www.frankproductions.com](http://www.frankproductions.com)

To: All Agencies involved with Madison Parks and the City of Madison:

Frank Productions is a third-generation family owned and operated company based in Madison, WI. Founded in 1965, Frank Productions is a full-service concert promotion company that provides services for live entertainment throughout the United States and has a long history of community involvement in the Madison area. The company has had direct and successful involvement in Freakfest, UW Madison's Revelry Music & Arts Festival, and Yum Yum Fest in Central Park. The goal of this company is to continue our involvement with the city of Madison by providing first class entertainment at Madison's historic Breese Stevens Field. We believe that with our experience, working with Madison's Parks Department, and the surrounding neighborhood that we can develop successful and entertaining annual events at Breese Stevens Field.

Please see attached for more detailed information about the events we would like to produce. Thank you for your time and consideration.

Jason Mayer  
Frank Productions  
155 E. Wilson St.  
Suite 100  
Madison, WI 53703  
608-284-5461  
[Jason@frankproductions.com](mailto:Jason@frankproductions.com)

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Monday Feb 9<sup>th</sup> Cargo Coffee-

Charlie Goldstone met with Patty Prime (TLNA President), Ledell Zellers (District 2 Alder), and David Wallner to discuss a possible concert at Breeze Stevens. We had a constructive conversation where we explained what our intentions were and the challenges presented by the facility and its location. We discussed different ideas to alleviate parking issues around the neighborhood such as publicizing Metro bus routes and possible getting a Street Use Permit to block off Patterson St. as a “bicycle parking lot”. After the meeting I was invited to speak to the TLNA Council Board.

Feb 12<sup>th</sup> Constellation meeting room-

Charlie Goldstone presented information to the TLNA Council Board and other neighbors. We gave an overview of the information contained in our permit application and answered questions from neighbors. We made clear to everyone that while we do want to try an event at Breeze Stevens, we only want to move forward if the neighborhood welcomes the idea. The only concerns raised at the meeting were about noise from the concert in the neighborhood. At the end of the presentation, the attendees were informally polled. With 1 verbal exception, the residents that voiced their opinion were supportive. I made clear to Patty Prime and Ledell Zellers that I will keep them informed as the permit process progresses and will be available for any other meetings or information sessions they request.



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## **Proposal For Breese Stevens Events**

**City:** Madison, WI

**Proposed Event Date Range:** 1 Event Based on Availability: Between July – September 2015

**Event Location:** Breese Stevens Stadium

**Event Hours:** 6:00 – 10:00 PM

**Expected Attendance:** 6000

### **Contact Information:**

#### Event Manager

Charlie Goldstone – President, Frank Productions

608-284-5462 – [cgoldstone@frankproductions.com](mailto:cgoldstone@frankproductions.com)

#### Event Organizer

Jason Mayer – Production Manager, Frank Productions

Off: 608-284-5461 Cell: 812-677-0576 – [Jason@frankproductions.com](mailto:Jason@frankproductions.com)

### **Components Of The Event**

#### **Beer/Spirits**

Beer and Spirits will be served at these events with 4 – 5 points of purchase, and all alcohol sales will be inside the Breese Stevens facility. No glass will be served on the premise, and no carry ins will be allowed. Frank Productions will work with a local non-profit to obtain the proper permits.

#### **Food**

Local food vendors will be allowed to sell food that these events. Each vendor will be responsible to obtain the proper permits through the health department.

#### **Amplification**

There will be amplified music during the day for a short period of time for sound checks, and during the rest of the performance throughout the evening. We will maintain an 110db limit at the outer edge of the property line of Breese Stevens field.

**Security**

Private security will be hired to maintain the entrances and exits, and also be responsible for crowd management. Security will take tickets and check ID's, we will implement a wristband procedure to eliminate underage drinking. Security is a high priority for us at all of our events.

**Temporary Structures**

We will be renting and placing a Stage, Port-o-toilets, tents, vehicles, generators, barricade, and other temporary structures for our events.

**Planning/Organization**

All of the planning and organization of this event will be done by Frank Productions in coordination with the Madison Park's Department, Madison Police, and Madison Fire. All proper permits will be filled out and approved before going forward with this event.

**Field Covering**

Frank Productions will work with Madison Parks Department on a suitable plan to protect the new field from damage.

**Traffic & Parking**

Madison Parks Department will be responsible for parking and implementing an acceptable traffic plan for the event. Frank Productions will help assist in any way necessary, including the design of a relevant parking map and the communication of the info to the patrons.

**Ticketing**

Frank Productions will sell tickets to the event. Tickets will be available online, over the phone, at the Coliseum Box Office, and in person day of the show.

**Emergency Procedures**

Frank Productions will work with Madison Fire and Madison Police to come up with an appropriate emergency evacuation plan.

**Programming**

Frank Productions will look to provide an event with artists that are complementary to the character and culture of Madison and the Capitol East District.

# PARK EVENT PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: TBD

Park Requested: Breese Stevens Field Date Requested: TBD Estimated Attendance: 6000

## EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: Frank Productions

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

**MANDATORY: State Sales Tax Exemption Number:** ES#: \_\_\_\_\_

**OPTIONAL: Federal Tax Exempt Number:** \_\_\_\_\_

Primary Contact: Jason Mayer Work Phone: 608-284-5461

Address: 155 E. Wilson St. Suite 100 Madison, WI Phone During Event: 812-677-0576

Email: jason@frankproductions.com FAX: \_\_\_\_\_

Organization or Event Website: www.frankproductions.com

## EVENT SCHEDULE

Date(s) of Event: TBD Event Start and End Times: 6:00 PM - 10:00 PM

Rain Date (if any): N/A Set-Up Start Time: 8:00 AM Day Before

Take-Down Start Time and End Times: 10:00 PM - 12:00 PM

Does this require time in the park the day before your event?  Yes  No

If Yes, provide details of times and area requested: \_\_\_\_\_

Are you requesting use of the park shelter?  Yes  No

## PERMITS

Will you have amplified sound at this event?  Yes  No

(If Yes, please fill out an Amplification Permit Application.)

Will you sell anything in the park?  Yes  No

(If Yes, please fill out a Park Event Vending Permit Application.)

Will you serve any food or beverage?  Yes  No

If Yes, what: \_\_\_\_\_

Will you sell beer/wine?  Yes  No

(If Yes, please fill out a Beer/Wine Sales Permit Application.)

Will you put up any temporary structures, such as tents, stages, inflatables, dunk tanks?  Yes  No

(If Yes, please fill out a Park Event Temporary Structure Permit Application.)

Note that permits are not required for 10' x 10' pop-up tents.)

## APPLICATION SIGNATURE

The applicant for a Park Event Permit shall agree to indemnify, defend, and hold the City and its officers, officials, employees and agents harmless against all claims, liability, loss, damage, or expense incurred by the City on account of any injury to or death of any person or any damage to property caused by or resulting from the activities for which the permit is granted.

The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

## PARK EVENT SCHEDULE

- The schedule begins when event set-up starts and ends when clean-up of the event area is complete, all equipment is removed and the park is available for regular use.
- The schedule should encompass all activities planned for the event, such as:
  - » Vending: When will vendors set-up, hours of operation, tear-down, leave park
  - » Music/Performances: Stage set-up, performance schedule, tear-down
  - » Displays, Exhibits, Demonstrations: Set-up, open hours, tear-down, leave park
  - » Run/Walk/Parade, etc.: When does staging start, start time(s), end time(s)

### ***Provide Detailed Event Schedule:***

**This is subject to change once we confirm an artist and date**

#### Day Before

Set Up Stage, Audio, Lighting, Field Covering

8:00 AM

-

#### Day of the Show

10:00 AM - Resume Work on the Stage

11:00 AM - Band Load In

3:00 PM - Sound Check

6:00 PM - Doors Open

7:00 PM - Support Act

8:30 PM - Headliner

10:00 PM - Event Ends

-

#### Day After

12:00 PM - Wrapped Up

## PARK EVENT SITE MAP

To ensure proper review of the event please attach a Park Event Site Map and a route plan (if applicable). To assist with site plans, park maps are available on the [Parks Division website](#).

- Site plans should include, but are not limited to, the following: location of tents, stages, fencing, vendors, portable toilets, beer gardens, dumpsters, placement of vehicles, exit location for outdoor events that are fenced, clear signage, accessible paths for wheelchairs as well as ample disabled parking, and any other related event components not listed above.
- The site plan should also include areas within the requested park that will be used for the event including parking lots, shelters, ball diamonds, soccer fields, ped/bike paths, tennis courts, volleyball courts and any other specific park features that are included in the plans for the event.
- A detailed route map should also be provided if the event includes a run, walk, parade or other moving activity. A helpful online resource for route mapping is [Map My Run](#).
- If the event includes a run/walk component, the approval of the Parks Division for the use of the park **does not imply approval of the proposed route**. Routes need to be approved with a [Parade Permit](#).

***Provide Detailed Event Site Map:***

See Attached

## PARK EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you have marketing information?

Yes    No

If Yes, please continue. If No, skip this form.

How will this event be marketed, promoted, or advertised?

Radio  
Print  
Social Media  
Street Team  
TV

Will there be live media coverage during the event and where will the media vehicles be parked?

No

### PARKS DIVISION CALENDAR OF EVENTS

The City of Madison Parks Division provides a calendar of events on the internet, in a number of publications and at kiosks located throughout downtown. The information from your permit application is considered public and is used in developing the calendars.

Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this section is not filled out, we will assume you do not want to be included on the calendars.

Official Name of Event: \_\_\_\_\_

Park Location: \_\_\_\_\_

Public Contact Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Admission Cost: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Beginning/End Time of Event: \_\_\_\_\_

Two sentence description of event (for internet calendar):



# PARK EVENT TEMPORARY STRUCTURE PERMIT APPLICATION

Permit fee is \$210.00/structure, plus \$35.00/day for each successive day.

Do you plan on using any temporary structures?  
If Yes, please continue. If No, skip this form.

Yes  No

Event Name of Group: Frank Productions

## ORGANIZER INFORMATION

Contact Person: Jason Mayer

Address: 155 E. Wilson St. Suite 100 Madison, WI 53703

Work Phone: 608-284-5461

Phone During Event: 812-677-0576

## EVENT INFORMATION

Event Name: TBD

Park Requested: Breese Stevens Field

Event Date: TBD

Number of People: 6000

## TEMPORARY STRUCTURE INFORMATION

- What type of temporary structure do you plan to have? How many? Indicate size and/or dimension.

Yes Tent: 3 Tents - 20x20  
No Dunk Tank: \_\_\_\_\_  
Yes Staging: 1 - SL320 Stage

No Inflatable: \_\_\_\_\_  
Yes Trailer: Generators, Ticket Trailer, RV  
Yes Other (specify): \_\_\_\_\_

- Time duration this structure will be in the park: 24 Hrs

- Diggers Hotline Ticket Number: \_\_\_\_\_  
(Please note: Diggers Hotline phone number is 1-800-242-8511. The ticket number must be received in the Parks Division at least 5 days prior to the event. You may call (608) 266-4711 or fax (608) 267-1162 the ticket number to the Parks Division.)

- Location of the structure in the park. You must attach a park map. Park maps can be downloaded from the [Parks Division website](#) or obtained in the Parks Division.

- Is the structure going in a designated area?

Yes  No

- Company installing the structure: Frank Productions

- Do you or the tent installer have insurance to cover the placement of this structure for your event?

Yes  No

Temporary structures, such as tents, staging, trailers, dunk tanks, inflatables, or promotional equipment will only be allowed in a park by obtaining a permit.

This application must be returned to the Parks Division no later than 5 days prior to the event.

# AMPLIFICATION PERMIT APPLICATION

By Ordinance, public amplification is not allowed in City Parks except by permission from the Parks Division. Permission for amplification does not exempt a group from obeying Ordinance restrictions on the volume of sound. Please be considerate of park neighbors and other park users. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?  
If Yes, please continue. If No, skip this form.

Yes  No

## EVENT INFORMATION

Name of Event: TBD

Contact Person: Jason Mayer

Park: Breese Stevens Field Date: TBD

Type of Amplified Sound:

Band  DJ  Sound System  Speeches/Announcements  Karaoke

Other (please specify): \_\_\_\_\_

Times of Sound: 3:00 PM - 10:00 PM To: \_\_\_\_\_

## EXCERPTS FROM APPLICABLE CITY ORDINANCES

### 8.29 PUBLIC ADDRESS SYSTEMS IN PARKS.

(1) No public address systems or sound amplification devices shall be used in any public park within the City of Madison except as permitted by this section. The Parks Superintendent may issue permits in accordance with this section. A permit shall not exempt the holder from the provisions of Sec. 24.08.

(3) The Superintendent may limit the hours of operation and the location within the park of any such system or equipment so as to insure the benefit of such system or equipment to the group seeking its use and to minimize any unreasonable interference with the peace and enjoyment of other users of the park and those adjacent to such park.

(5) The Police Department is authorized to require the discontinuance of any such system or equipment operating outside the prescribed hours or location.

# PARK EVENT VENDING PERMIT APPLICATION

A Park Event Vending Permit is required for anyone who sells anything in a City park. (MGO 8.17)

Do you have plans to sell anything in a City park?  
If Yes, please continue. If No, skip this form.

Yes  No

## EVENT ORGANIZER INFORMATION

Name of Group: Frank Productions

Contact Person: Jason Mayer

Address: 155 E. Wilson St. Suite 100 Madison, WI 53703

Work Phone: 608-284-5461 Phone During Event: 812-677-0576

Today's Date: 2/25/2015

## PRODUCT OR SERVICE SOLD

Please list every item sold or service provided. Attach an additional list, if necessary.

Food Item: Food Carts/Local Vendors

If selling food, please indicate your Temporary Restaurant License #: \_\_\_\_\_

Non-Food Item: Beer & Spirits

## DETAIL OF VENDOR SET-UP

Please include what your vending site will contain (tables, tents, electricity, etc.):

Tables, Tents, Electricity, Food Carts, Trailers

**INSURANCE** Vendors will supply their own insurance

All vendors must supply a certificate of insurance for product and premises insurance in the amount of \$1,000,000 in the aggregate naming the City of Madison as Additional Insured.

Insurance Company: \_\_\_\_\_ Insurance Policy No.: \_\_\_\_\_

## SIGNATURES

Vendor Signature \_\_\_\_\_ Date \_\_\_\_\_

## PERMIT TYPE

- |  |               |
|--|---------------|
| <input type="checkbox"/> Single Vendor                       | \$275.00 (NT) |
| <input type="checkbox"/> Single Non-Profit Vendor            | \$75.00 (NT)  |
| <input type="checkbox"/> Multiple Vendors* (up to 7 vendors) | \$845.00 (NT) |

\* A permit for Multiple Vendors may be purchased by the Event Organizer and will cover up to 7 vendors. The Event Organizer's insurance must cover all vendors.

On the following page, please provide the list of vendors for your event.

**VENDOR LIST**

List the vendors for your event:

TBD

## PARK EVENT CLEAN-UP AND RECYCLING PLAN

- Each organization is responsible for clean-up of the event area. In accordance with Park Commission policies, a clean-up deposit of \$3,000 may be required.
- Include plans for collection and disposal of materials during and after event - number and location of garbage/recycling containers and dumpsters; number/schedule of volunteers/staff assigned to collection and clean-up.
- If City containers are not used, please provide the name and contact information of the collection agency providing equipment and service for the event.
- Any group that leaves an area in a condition that requires special clean-up by City crews will be charged the full cost of clean-up.
- If you need assistance with your clean-up and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

### ***Provide Detailed Trash/Recycling/Clean-Up Plans:***

Pending the approval to host events at Breese Stevens we will work with local Trash/Recycling companies to clean the park after the event.

