

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Reanna E Roberts
Frank Productions
29 S Livingston Street
Madison, WI 53703-3698
Email: Reanna@fpc-live.Com
Phone: (608) 345-9705

Contact During Event

Roberts, Reanna E
Roberts, Reanna E
202 S Bassett St
Madison, WI 53703
Email Reanna@fpc-live.Com
Phone: (608) 345-9705

Event Information

Name of Event: Live On King Street

Event Type: Recurring One Day

Estimated Attendance: 4500

Is this a new event:

Event Additional Information

Run/Walk: ☐

Music/Concert: ☒

Festival: ☐

Rally: ☐

Parade: ☐

Posting no parking signs or bagging meters? ☐

Other: ☐

If other, please describe:

Site Map

Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

A helpful online resource for route mapping is: [Map My Run](#)

I understand I must attach site map and route map with this application, if applicable: ☐

Location Information

Capitol Square: ☒

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers: 100 block MLK

Event Dates

Event Start Date: 06/02/2023

Event Start Time: 6:00 PM

Event End Date: 09/15/2023

Event End Time: 11:00 PM

Event Setup Time: 08:00 AM

Event Cleanup Time: 2:00 AM

Temporary (Picnic/Beer) Licenses

Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$): Yes

Will beer/wine be served (Free of charge)?: No

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: * ☒

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event: ☒

If the Temporary (Picnic/Beer) License is denied will the event occur?: No

Street Use Event Vending License

If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required: ☒

Will food and/or merchandise be sold?(\$): Yes

Estimate number of vendors: 6

Public Amplification Permit

If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

☐

Start Date	Start Time	End Date	End Time	Rain Date
06/02/2023	3:00 PM	06/02/2023	11:00 PM	
06/23/2023	3:00 PM	06/23/2023	11:00 PM	
06/30/2023	3:00 PM	06/30/2023	11:00 PM	
7/21 or 7/28	3:00 PM	7/21 or 7/28	11:00 PM	
09/15/2023	3:00 PM	09/15/2023	11:00 PM	
07/15/2023	3:00 PM	07/15/2023	11:00 PM	

SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan:

☒

Equipment Rental - Downtown events only.

Will you need equipment rental from the City of Madison?(\$):

Yes

Trash Barrels:

30

Recycling Barrels:

30

Dumpsters:

1

Electrical Adaptors:

0

Marketing

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

Do you want this included in the Madison Parks calendar of events?:

No

Event Website:

Notes:

Acknowledgement

If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement:



Indemnification

THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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.

I have read the Acknowledgement:

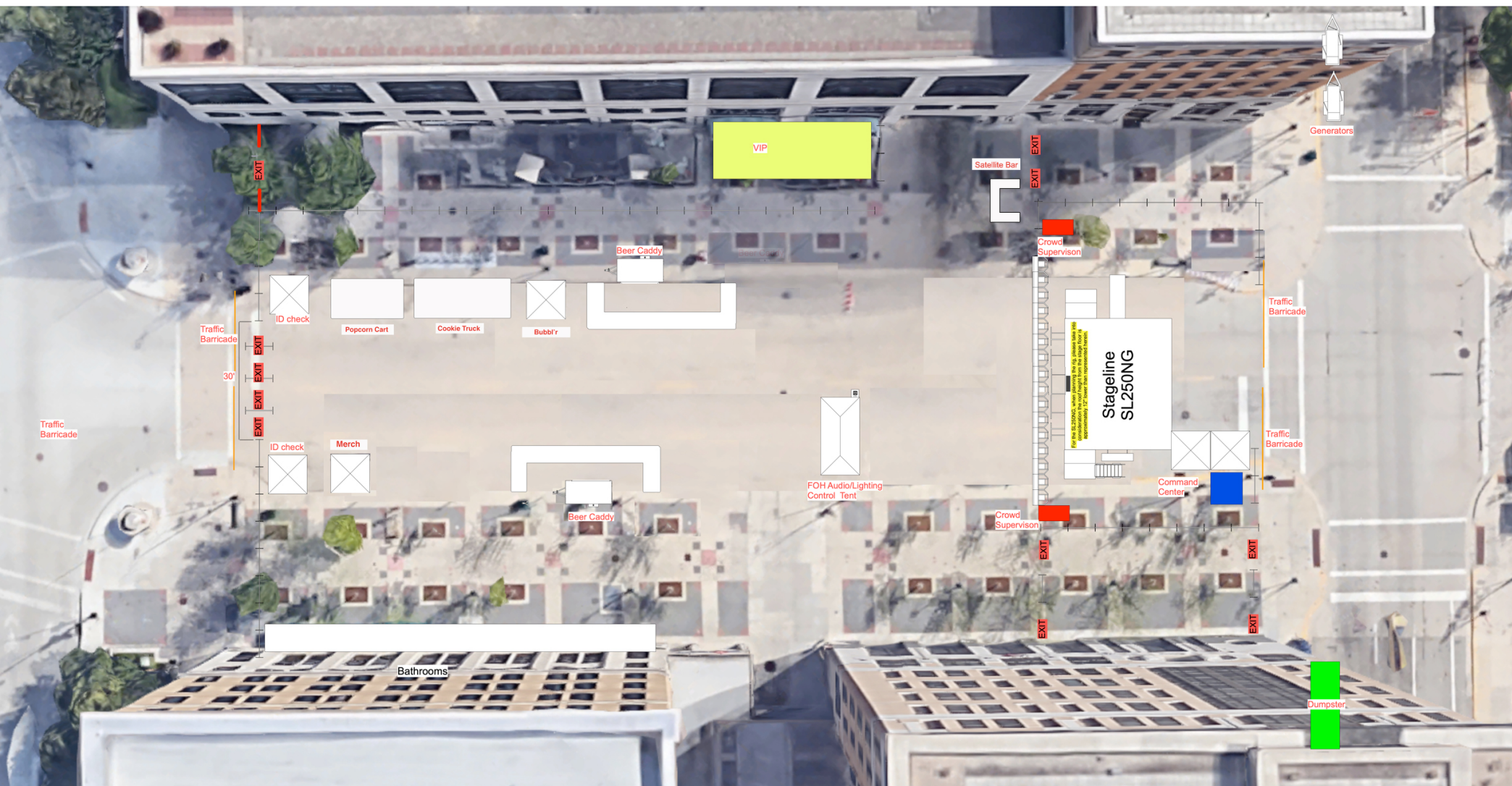


Signature

By initialing, I/we
waive the 21-day
decision
requirement :

Signature: Reanna E Roberts

Date: 03/13/2023



EVENT ORGANIZER

FPC Live LLC
29 S Livingston St., Madison, WI 53703
608-709-8157
www.fpc-live.com

PRIMARY CONTACT

Kristen O'Halloran – Venue Director
701-371-3509
kohalloran@fpc-live.com

EVENT DATES

June 2, 2023
June 23, 2023
June 30, 2023
TBD – July 15, 2023
TBD - July 21, 2023
TBD - July 28, 2023
TBD – September 15, 2023

For each event:

Street Closed at 8:00am
Set-up begins at 9:00am
Gates open and open to general public 6:00pm -11:00pm
Teardown and clear street 11:00pm – 2:00am

EVENT LOCATION

100 block Martin Luther King Jr Blvd

HEADQUARTERS/INCIDENT COMMAND AND CONTROL

Northwest corner of intersection of Martin Luther King Jr Blvd and West Doty Street

ANTICIPATED ATTENDANCE PER CONCERT

- Approximately 75 FPC Live staff (security, event organizers)
- Approximately 20 bar staff / volunteers
- 6-8 Special Duty City of Madison Police Officers (contracted, per shift)
- 2-4 person Elevated Tactical Team contracted through MPD
- Bands / Artists
- Sponsorship Representatives (in sponsor-designated booths)
- Attendees not to exceed event capacity

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

COMPLETE EVENT SCHEDULE

(each event date)

Set up	9:00am – 6:00pm
Artist Soundchecks	3:00 - 6:00pm
Gates Open	6:00pm
DJ/House Music	6:00-7:00pm
First Support	7:00 - 7:30pm
Second Support	7:45 - 8:45pm
Headliner	9:15 - 11:00pm
Tear-down	11:00pm – 2:00am
Street Clear	2:00am

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

Kristen O'Halloran – Venue Director & Event Manager
701-371-3509

Note: Kristen 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 Kristen (or vice versa). When requested, these contacts may meet Kristen at the Incident Command (NW corner MLK Jr Blvd and W Doty Street) to discuss/implement the emergency plan.

SECONDARY CONTACTS:

Lauren Toler	C: 262-719-6245
Jesse Sherman	C: 920-202-2159

INSURANCE

General liability coverage in the amount of \$1,000,000 to be provided by FPC Live LLC. Liquor liability coverage in the amount of \$1,000,000 to be provided by partnering nonprofit organization.

CHAIN OF COMMAND

In the event of a **minor** incident, Kristen O'Halloran will serve as the Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks.

In the event of a **major** incident event staff members will look to the Madison Fire Department to identify/name an Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks to everyone.

LAW ENFORCEMENT / SECURITY

Police Officers:

The need for constant Law Enforcement presence at this event has been identified. 6-8, or as required, City of Madison Police Department Special Duty Officers will be present during all active* hours of the event (6:00pm – 11:00pm)

Two to four person Elevated Tactical Team contracted by MPD will be present during all active* hours of the event (6:00pm – 11:00pm)

*Active hours are those in which the gates are open to the public each event day, and/or when money is being handled at concession stands.

Should an incident occur that requires Law Enforcement, the on-site City of Madison Police Department Special Duty Officers will be contacted to request this resource. The caller will have the following info available to the officer: nature of emergency, precise location, and contact person with callback number.

Security:

FPC Live LLC security staff will be assigned the following duties: protection services for stage and entry/exit points; ID/wristbanding; ingress/egress control; concession security; street clean-up; and general crowd control. These security guards will be scheduled during event set up and tear down, as well as active hours (6:00 – 11:00pm).

INFORMATION COMMUNICATION PLAN

(Plan for information communication to staff and volunteers during the event)

During the event all staff members who will be spread out over the whole street, will be carrying two-way radios including Kristen O'Halloran, Event Manager, and each bar/concessions location.

RADIO CHANNELS

Channel 1: Production (stage)

Channel 2: Security

Channel 3: Bar

Channel 4: Kristen O'Halloran – Event Manager

Channel 5: TBD; other – as needed

When general information/evacuation needs to be communicated to all staff and volunteers during the event, Kristen O'Halloran, Event Manager will use the radio. Staff members will communicate to remaining staff and volunteers in their respective areas of Martin Luther King Jr Blvd. During set up/tear down, Kristen O'Halloran, Event Manager will use relevant radio channels to notify staff.

In the event of an emergency, notification of the emergency will be through the use of 911. Live on King Street staff members present will be asked to have the following information available to the 911 operator:

- Nature of emergency
- Location
- Contact person
- Call back number

If 911 is contacted by any Live on King Street staff or volunteer, the event's PRIMARY CONTACT (Kristen O'Halloran) will be notified by the reporting person as soon as possible in person, by radio or by cell phone (the reporting person will keep calling Kristen O'Halloran if he/she reaches voicemail).

SEVERE WEATHER

Kristen O'Halloran will monitor weather conditions. Weather forecasts and current conditions will be monitored through Weather Underground (www.wunderground.com), AccuWeather (www.accuweather.com), and Channel 15 (www.nbc15.com/weather).

Pre-Event:

If severe weather is predicted prior to the event, Kristen O'Halloran will contact Jesse Sherman and Lauren Toler to evaluate the conditions and determine if the event will remain as scheduled.

During Event:

If questionable weather begins to occur during the event, Kristen O'Halloran will contact Dave Fulbright, Jesse Sherman, and Lauren Toler to evaluate the conditions and determine if the event will remain open.

If severe weather begins to occur during the event, Kristen O'Halloran will radio and call staff members to the Control and Command Center to inform them. Kristen O'Halloran, and other staff are responsible for notifying artists of a weather emergency. All Live of King Street's staff members will notify those attending the event that:

- A hazardous weather condition exists.
- Everyone should seek shelter either in the State Capitol building, or the City County Building (215 Martin Luther King Jr. Boulevard), as they are all designated severe weather safety zones. Nearby parking ramps or open businesses (away from windows) are also options.

Live on King Street will remain open unless weather is extremely dangerous.

Lightning:

Kristen O'Halloran will also be watching and listening for evidence of impending lightning related danger. This will include darkening skies, flashes of lightning, thunder, or increasing wind, which may be signs of a developing or approaching thunderstorm. If Kristen O'Halloran determines that lightning-related danger is present, he will radio and/or call staff members on the street to instruct everyone to spread word about getting to a safe place (inside substantial buildings). Staff will also be instructed to stay inside. Concert activities will not resume until Kristen O'Halloran has determined that the lightning has passed (i.e., we will resume 30 minutes after the last thunder was heard). Kristen will radio and/or call staff members to communicate that the concert is resuming.

FIRE / FIRE SAFETY

No specific hazard has been identified as an increased risk of fire at this event. Nevertheless, Live on King Street staff will be instructed on the safe use of Portable Fire Extinguishers.

Portable Fire extinguishers will be kept at each bar, ID/wristband station, and stage. All vendors are advised in writing, before the event, to comply with the Madison Fire Department rules and Temporary Vendor Compliance Guidelines. These guidelines state: "All open flame, hot surface, or grease producing cooking shall be conducted a safe distance away from any tent. No cooking shall be conducted inside or under a tent." Food vendors will be advised to use a non-flammable sorbent floor covering (from rolls) directly underneath cooking appliances.

FIRST-AID MEDICAL EMERGENCIES

Minor injuries will be treated by event staff at the Command and Control Center and Kristen O'Halloran will be informed to determine if paramedics are required to treat the injury and will call 911.

For Severe Injuries:

1. If a person is seriously injured or becomes violently ill and requires medical attention, Live on King Street staff will radio Kristen O'Halloran and she will call 911. If Kristen O'Halloran does not answer on Channel 4, staff will immediately call 911. Staff will be advised not to drive/move the ill or injured person for medical assistance.
2. Staff will provide minor first aid as possible. In all injuries of serious nature, such as a fall, broken limbs, unconsciousness, etc., staff will be advised that the injured should not be moved. They will wait for the paramedics and make the injured person as comfortable as possible.
3. Staff will obtain the name of the injured person, and inform the person that help is coming. They will notify Kristen O'Halloran of the situation and location of the injured person and which entrance the paramedics/EMS crew plans to use. If serious, Kristen O'Halloran will attempt to notify the onsite Police Officers of the situation.
4. Staff will be asked to clear the area of bystanders in a quick, calm, assertive, and polite manner, and clear the area of any obstacle that may be in the path of the paramedics/EMS crew.
5. Staff will attempt to obtain the contact information of the injured person and that of one witness.
6. In the event that the injured person wishes to file a claim, staff will have them contact Reanna Roberts. The staff person will obtain the name of the injured person and a witness.
7. Complete and Incident/Damage/Theft form.

First Aid Kits and Fire Extinguishers:

First Aid kits will be on hand at the following locations during the event:

1. Headquarters
2. ID/wristband station
3. Stage
4. FOH

DISRUPTIVE / THREATENING BEHAVIOR

When disruptive behavior is identified at the event, Live on King Street members will be asked to follow these procedures:

1. Remain calm.
2. Let the person state his/her entire complaint.
3. Be sympathetic but remain neutral. If you have the time, let the person talk for a while.
4. If the individual is abusive, tell him/her that such language is not appropriate for a public place.
5. Decide if you can solve the problem. If possible, try to do so. If not, refer the person to a Kristen O'Halloran.
6. If the appropriate staff person is not available, tell the person you will see to it that the information will be relayed as soon as possible.
7. If a disruptive individual wishes action taken, get information on how staff members can contact the individual.
8. If behavior becomes threatening, tell him/her you must move on. If individual persists, call Kristen O'Halloran.
9. The key to control in a situation where a person is being physically threatening is teamwork. Call for help on your two-way radio or enlist a fellow staff person when possible.

ALCOHOL CONTAINMENT

At all street exits from the 100 block of Martin Luther King Jr Blvd, signs will be posted on barricades noting, "No alcohol beyond this point." Live on King Street staff will roam near the exits off the square, and notify concert goers (holding beer cups) that open alcohol must not leave the event location.

Staff and volunteers to be instructed that: Intoxicated and underage persons are not to be served alcohol.

EMERGENCY VEHICLE ACCESS

A lane, 20 feet in width, is maintained to create an emergency access lane for the Madison Fire Department as well as pedestrian access on the street.

LOST CHILDREN OR ADULTS

Designated "lost child/adult" area: Command and Control Center located at the northwest corner of Martin Luther King Jr Blvd and West Doty Street.

In the event that an individual becomes lost or separated from friends/family, all staff will be advised escort the missing person to the event's Command and Control. Staff will be asked to follow these instructions:

1. If you are relaying a report of a lost person, please give a full description including the missing person's name, height, weight, hair color, age, and clothing so the City of Madison police can be alerted.
2. If you find a lost child or adult, please do the following:
FOR LOST CHILDREN: Escort the lost child to Command and Control yourself or have another staff person do so. Do not ask a volunteer.
FOR A LOST ADULT: Direct the individual to Command and Control. Use your discretion;

an adult may also need an escort. A police officer may be available to meet you and escort the individual.

3. If someone is looking for a reported lost child or adult, check the Command and Control center first, and then call Kristen O'Halloran.

5. Once a lost person is reunited with their friends/family, communicate the good news via radio so that we may call off the search.

EVACUATION

1. Event staff are responsible for notifying general public and artists of non-weather situations requiring evacuation. Kristen O'Halloran will speak with the security staff/Police and will radio event staff when such a need arises. Event staff is advised to contact Command and Control if they feel such extreme measures are called for.

2. All Staff will contact other nearby staff members when notice is announced over the radio.

3. Each event staff is advised to calmly notify the general public and artists in their vicinity of situations requiring evacuation.

4. In the case of situations requiring evacuation, staff members will be asked to remove the cash from the registers in bars unless their personal safety is at risk.

5. Live on King Street will remain open unless a situation is extremely dangerous.

6. Staff members will assemble at Command and Control unless the area is at general risk, in which case staff members should meet at Block 89 Parking Ramp at 10 East Doty Street, as soon as possible after evacuation. If the downtown area is at general risk staff members will be advised to head home and await word from senior staff members via phone or email.

ACCESSIBILITY

General Event Access for Persons with Disability

The event takes place in city streets. Staff ensures that event equipment do not block access ramps between sidewalks and streets, so that persons with a disability can access and move around the event.

Restroom Access

Staff will have knowledge of the following: the Capitol Building, the Wisconsin Historical Museum, and restaurants around the square offer accessible stalls.

CAPACITY

Capacity 6,500 persons (see attached event map).

STREET EVENT ENFORCEMENT PROCEDURES

Live on King St attendees will enter the event zone via the north end of the 100 block of Martin Luther King Jr Street. Attendees will walk through two shoots assembled out of bike rack that will be moveable in case of emergency to allow easy entry/exit to/from the event zone. While walking through the entry shoots attendees will be counted in by digital tally devises where they will also be wanded and visually inspected for obvious restricted carry-in materials (alcohol, weapons, dangerous objects, etc). Signage will be placed at the entrance informing attendees of restrictions. If or when capacity is reached all members of security will be notified and the entry shoots will be closed by security. As attendees exit a "one-in one-out" policy will take effect.

Exits exist at the entrance, flanking the stage at the south end of the 100 block of Martin Luther King Jr Street (intersection of W/E Doty Street). Attendees will be counted out by digital tally devises and numbers will be reported to the entrance in order to allow more attendees into the event zone if/when capacity is reached.

Two dedicated exits are located near the area expected to be the most densely populated on the south end of Martin Luther King Jr Street nearest the stage.

The 100 block of Martin Luther King Jr Street will be closed from 8am on the event day and will reopen to street traffic by 2am the morning following the event.

In the event of an emergency situation, entertainment sound will be cut and attendees will be addressed via the PA by senior event or emergency personnel at the front of house (FOH) location. Safety and exit plan announcements before each act can also be made at this same FOH location.

Live on King Street 2023
Street Event Clean-Up and Recycling Plan

Live on King Street will rent from the city thirty recycling containers, thirty garbage containers, and one dumpster for each date of the series. Pick-up and drop-off will be coordinated with the Dance County Farmers Market who will share the dumpsters for the following day's event.

The dumpster will be located in parking space #2395 on W Doty Street.

All refuse collected in the city garbage containers will be emptied into the dumpster throughout the event.

All recycling collected in the city recycling containers will be emptied into the recycling dumpster on W Doty Street.

Both city recycling and garbage bins will be placed throughout the event zone primarily at each bar location and at points of entry/exit.

FPC Live security staff will be instructed to collect trash and recycling discarded on the ground during the events into appropriate bins. When bins are full, they will then be emptied into their appropriate dumpster.

All clean-up will be completed within by 2:00am following the event.

