

LFD 3267

# STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event Rhythm & Booms

Event Organizer/Sponsor Madison Festivals, Inc.

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

If Yes, provide State of Wisconsin Tax Exempt Number 022952

Address 2981 Cahill Main, Suite 2

City/State/Zip Madison, WI 53711

Primary Contact ~~Keith Peterson~~ RYAN RICHARDS FAX 608-276-9780

Work Phone 608-310-7292 ~~708-6958~~ Phone During Event 608-692-4188 SAMP

E-mail keith@madisonfestivals.com richards@madisonfestivals.com

Website rhythmandbooms.com

Secondary Contact Erin Dougherty RITA KELLNER Phone During Event 920-420-7137

Work Phone 608-310-7297 7294 E-mail erin@madisonfestivals.com

Annual Event?  Yes  No  
Charitable Event?  Yes  No

If Yes, name of charity to receive donations: Madison Festivals and various local charities

Estimated Attendance 175,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 2:00PM to 11:30PM  Yes  No

## EVENT CATEGORY

Run/Walk  Music/Concert  Festival  Rally  Parking (i.e., bagging meters)  
 Other Fireworks display

## 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: John Nolen Dr. (Olin to Williamson St); North Shore Dr. (John Nolen to Bedford); Broom St (John Nolen to Wilson)

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) Sat. 6/28/14 Rain Date(s) None  
Event Start Date(s)/Time(s) 6/28/14 - 2PM Set-Up Date(s)/Time for Event 6/28/14 -  
Event End Date(s)/Time(s) 6/28/14 - 11:30PM Take-Down Time 6/28/14 - begin at 12am; John Nolen to reopen at 6am  
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 12-19-13



Monday, June 23

**Launch Open to Public**

- Center and Left hand parking open
- Right hand drive and parking fenced and closed
- Fireworks staff continue loading equipment on barges
- Electronic sign boards for John Nolen closure notification
- RTM overnight

Tuesday, June 24

**Launch Closed to Public**

- Fireworks product arrives on site
- Begin loading firework shells on barges
- RTM overnight

Wednesday, June 25

**Launch Closed to Public**

- Fireworks product on site
- Continue loading firework shells on barges
- RTM overnight

Thursday, June 26

**Launch Closed to Public**

- Fireworks product on site
- Continue loading firework shells on barges
- RTM overnight

Friday, June 27

**Launch Closed to Public**

- Fireworks product on site
- Continue loading firework shells on barges
- Intellasound begins Audio System construction
- Begin buoy line placement
- Aggreko Power team and equipment arrives
- RTM overnight

Saturday, June 28

**Launch Closed to Public**

- Fireworks product on site
- Final loading firework shells on barges
- Ramp and Parking Lot becomes HQ for event Lake Operations
  - o Madison Fire Department
  - o Dane County Sheriff's Office
  - o Wisconsin Department of Natural Resources
  - o US Coast Guard Auxillary

4 am – outbound John Nolen closed at:

- o Williamson and Blair
- o Broom
- o North Shore
  - North Shore Closed between Bedford and John Nolen
- o Lakeside
- o Parking lot at Machinery Row closed
  - Ski Team access

Installation of generators and power

5:30 am

RTM (1) staff located at North Shore to allow/control access to South John Nolen

Installation of Event Audio System

Stage installed on North Shore

Installation of Beer Caddies

Installation of Dumpsters

Installation of Portable Restrooms

Installation of Event Headquarters

Installation of Refrigerated Trucks/Beer Back Stock

- o Suggested locations
  - 2<sup>nd</sup> bridge past North Shore
  - Monona Terrace tunnel

8:00 am

Restaurant vendors begin load-in

Sponsors begin load-in

Other vendors begin load-in

Additional programs (State Journal) delivered

12:00 noon

Fire Inspection begins

Health Inspection begins

Fence installed at dock access points along John Nolen

12:30 pm

In bound John Nolen Closed at Olin Avenue

RTM staff located at:

- Lakeside (4)
- North Shore (2)
- Broom (2)
- Williamson (4)
- Monona Terrace helix (2 each)

1:45 pm

Busses begin loading at Alliant Energy Center

2:00 pm

EVENT OPENS TO PUBLIC

Entertainment Performances

- Bands:
  - 2:15 pm (45 minute set)
  - 4:10 pm (50 minute set)
  - 6:00 pm (50 minute set)
  - 7:45 pm Headliner (1:15 minute set)
  - 10:00 pm DJ (1 hour set)
- Mad City Ski Team shows:
  - 5:15 pm (45 minute show)
  - 7:00 pm (45 minute show)

- Barge begins move to show position
- Fencing installed at bridges to prevent boats entering bay

8:00 pm

Monona Terrace rooftop event opens

9:00 pm

Show countdown begins

Live broadcast begins on WKOW

Live broadcast begins on 3 Entercom stations

9:15 pm National Anthem

9:30 pm

**RHYTHM & BOOMS DISPLAY**

10:00 pm

Barge cool down

10:15 pm

DJ begins show on Main Stage

10:30 pm

PDP/RDE/Mad City Ski team begin lake clean-up  
Barge returns to boat launch area post-show

11:00 pm

Event Closes

RTM overnight at Olin Boat Launch

Sunday, June 29

12:00 midnight

Teardown continues

Street clean-up begins

Bus service to Alliant Energy Center ends

6:00 am

In bound John Nolen opens to traffic

Out bound clean-up continues

8:00 am

Out bound John Nolen opens to traffic

**Launch Closed to Public**

- Fireworks removed from barge
- Equipment removed from barge
- RTM overnight

Monday, June 30

**Launch Closed to Public**

- Equipment removed from barge
- Parking lot clean-up
- Crane Arrives
- Removal of barges begins
- Skid loaders returned
- Electronic sign boards removed
- RTM overnight

Tuesday, July 1

**Launch Closed to Public**

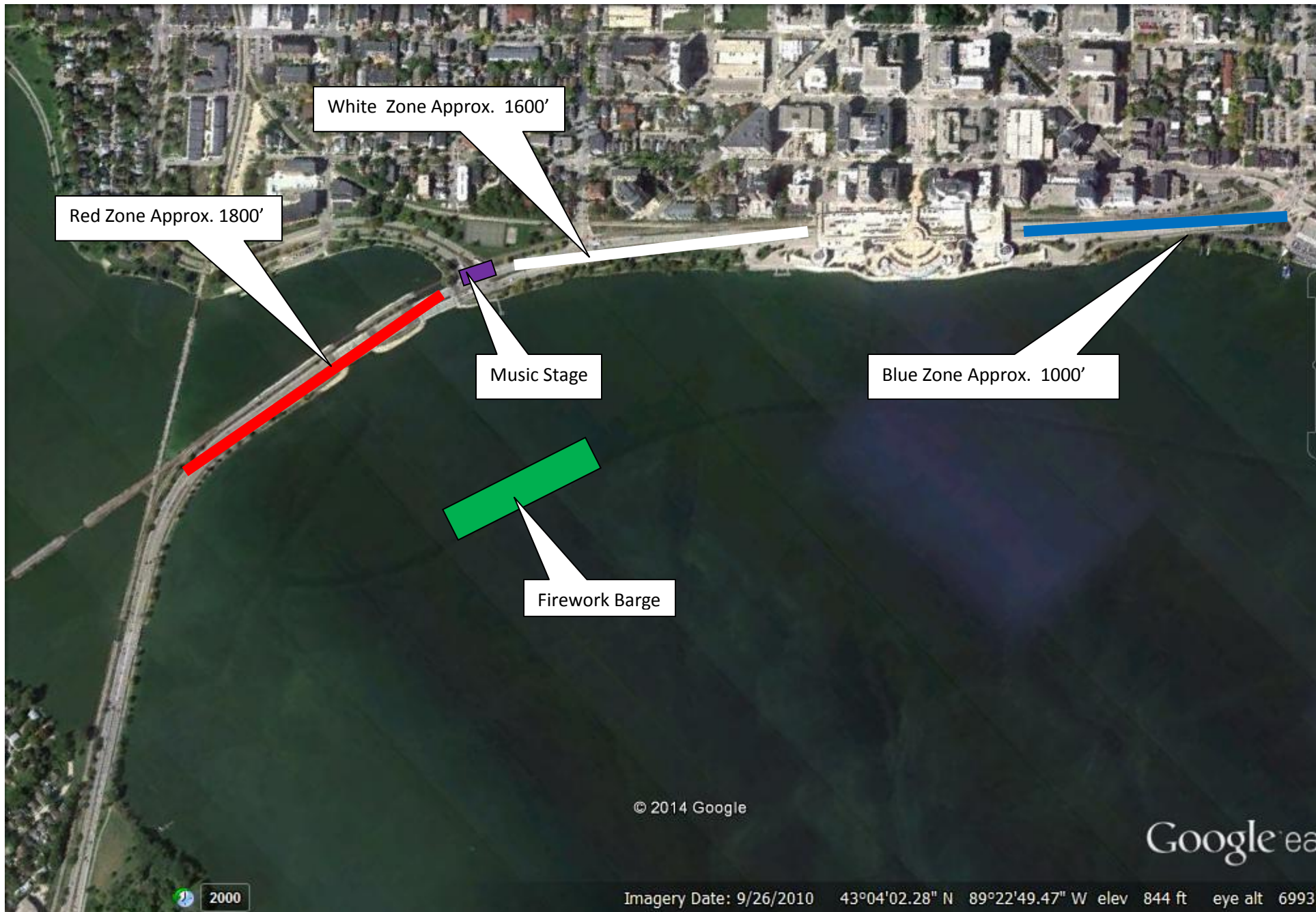
- Removal of barges completed
- Barge Tug removed
- Crane removed
- RTM overnight (if needed)

Wednesday, July 2

**Launch Closed to Public (Rain Date if necessary)**

- Removal of barges completed
- Barge Tug removed
- Crane removed





White Zone Approx. 1600'

Red Zone Approx. 1800'

Music Stage

Blue Zone Approx. 1000'

Firework Barge

© 2014 Google

Google Earth

2000

Imagery Date: 9/26/2010 43°04'02.28" N 89°22'49.47" W elev 844 ft eye alt 6993



Yellow = Beer  
Red = Wine  
Blue = soda  
Green = restaurants  
Navy Blue = crosswalk

Power



1992

Imagery Date: 9/26/2010 43°03'54.06" N 89°23'11.44" W elev 844 ft eye alt 1585 ft

Google earth

Yellow = Beer  
Red = Wine  
Blue = soda  
Green = restaurants

Power



1992

Imagery Date: 9/26/2010 43°04'11.23" N 89°22'59.04" W elev 851 ft eye alt 1305 ft





Yellow = Beer  
Red = Wine  
Blue = soda  
Green = restaurants

Power

Google earth

1992

Imagery Date: 9/26/2010 43°04'28.66" N 89°22'36.92" W elev 852 ft eye alt 1346 ft

# Rhythm & Booms Traffic Control Plan

Revised 5/16/14

Schedule:  
Friday, June 27  
Traffic control equipment is placed on site

Saturday, June 28  
4:00 a.m.  
Outbound John Nolen Dr closes  
1:00 p.m.  
Inbound John Nolen Dr closes  
2:00 p.m.  
Event opens  
9:30 p.m.  
Fireworks Start  
9:45 p.m.  
Traffic control is put in place for Fireworks Exit  
10:00 p.m.  
Fireworks end  
11:30 p.m.  
Event ends

Sunday, June 29  
6:00 a.m.  
Inbound John Nolen Dr opens  
8:00 a.m.  
Outbound John Nolen Dr opens

1

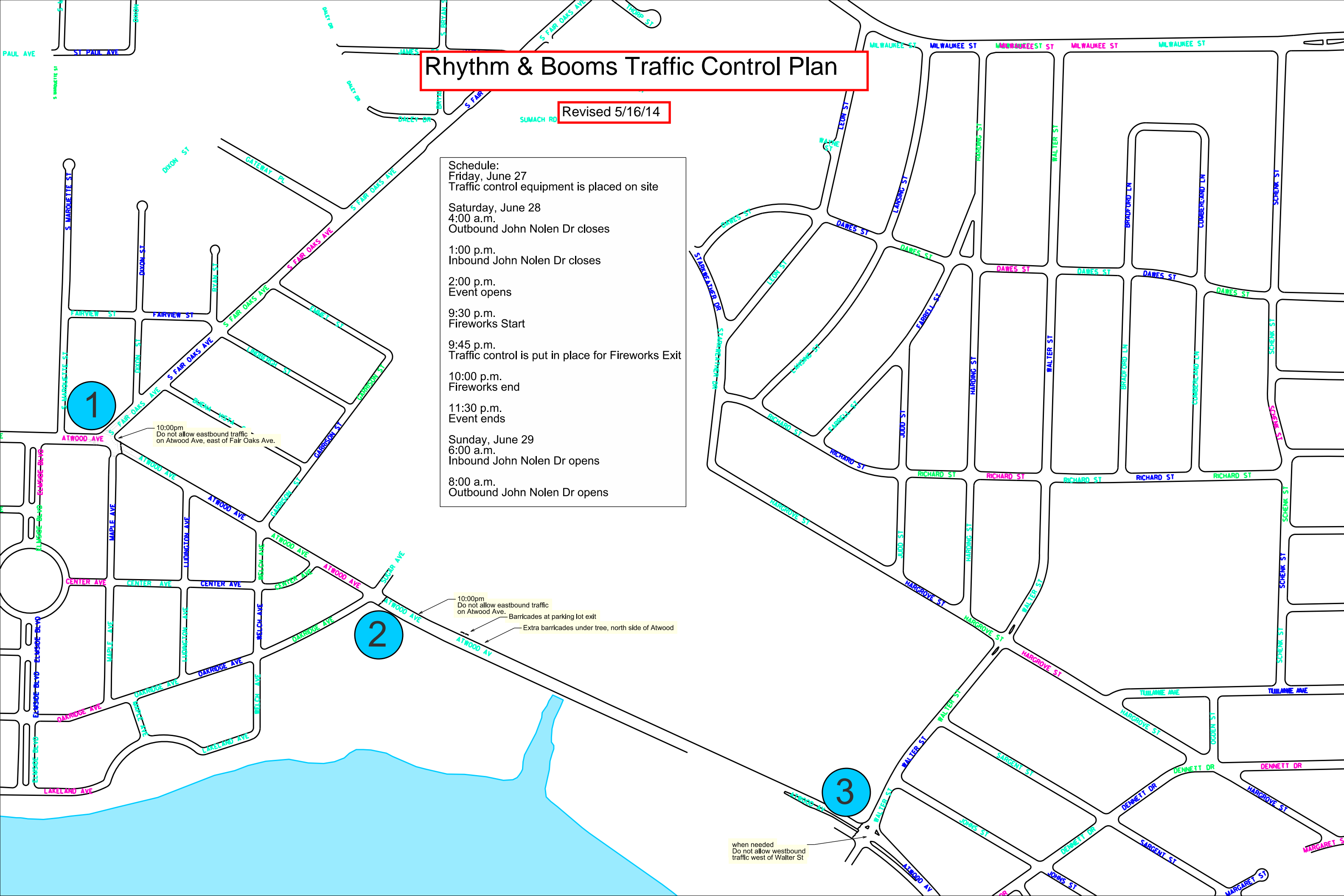
10:00pm  
Do not allow eastbound traffic  
on Atwood Ave, east of Fair Oaks Ave.

2

10:00pm  
Do not allow eastbound traffic  
on Atwood Ave. Barricades at parking lot exit  
Extra barricades under tree, north side of Atwood

3

when needed  
Do not allow westbound  
traffic west of Walter St









Barricades to be placed at 4:00 AM on Saturday

Message Board day of event:  
JN NOLEN CLOSED  
SATURDAY 6/28

Barricades to be placed at 4:00 AM on Saturday

Barrels to be placed at 4:00 AM on Saturday

Barricades to be placed at 4:00 AM on Saturday

Barricades to be placed at 4:00 AM on Saturday

Restrict parking on one side

Restrict parking on one side

Restrict parking on one side

Yellow indicates existing No Parking

Remove parking on this side

Remove parking on this side

Remove parking on this side

Message Board 7 days in advance:  
JN NOLEN WILL BE CLOSED  
SATURDAY 6/28

Both sides of street posted NO PARKING for emergency vehicle use only

**Schedule:**  
**Friday, June 27**  
 Traffic control equipment is placed on site

**Saturday, June 28**  
 4:00 a.m.  
 Outbound John Nolen Dr closes

1:00 p.m.  
 Inbound John Nolen Dr closes

2:00 p.m.  
 Event opens

9:30 p.m.  
 Fireworks Start

9:45 p.m.  
 Traffic control is put in place for Fireworks Exit

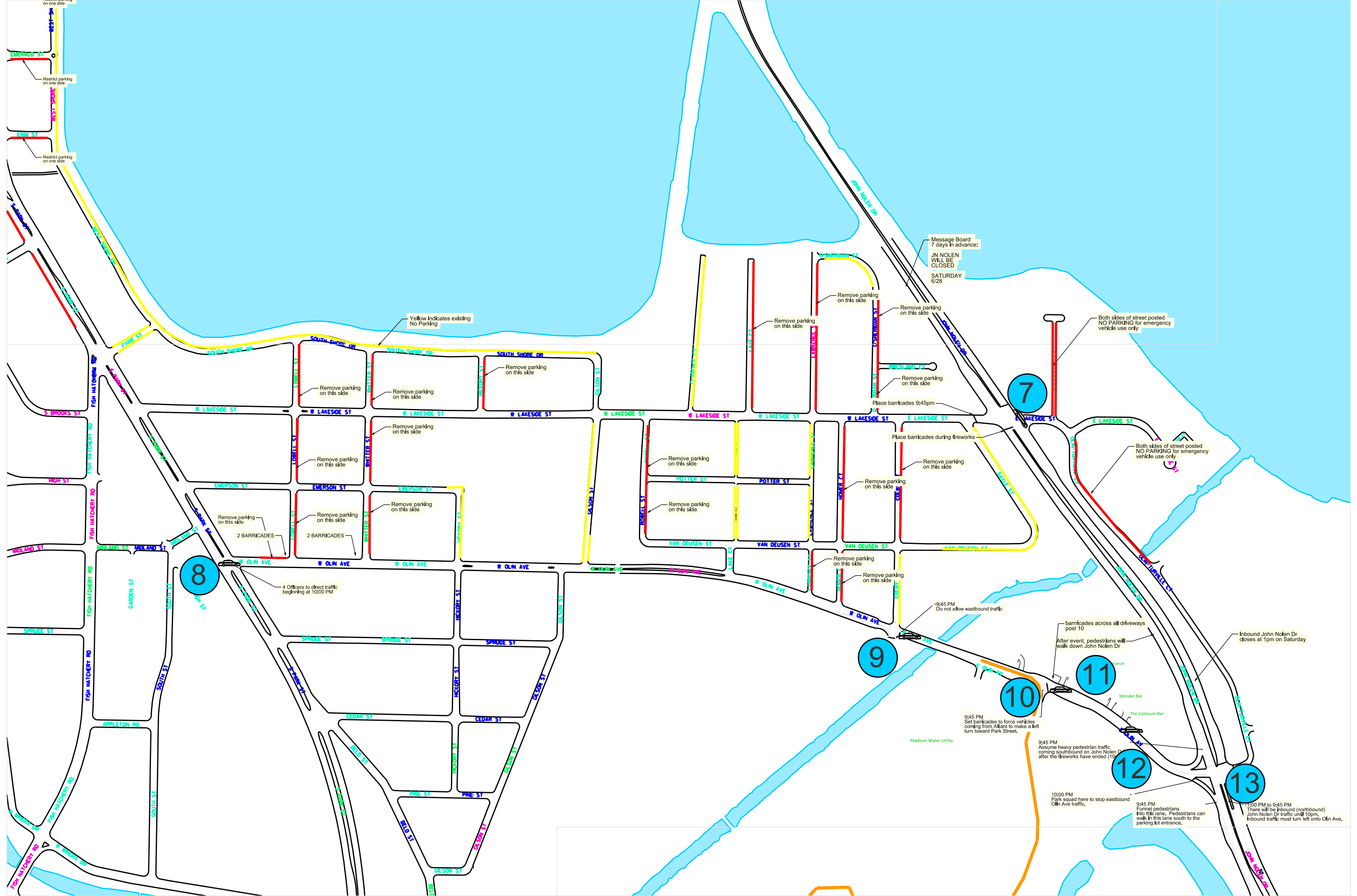
10:00 p.m.  
 Fireworks end

11:30 p.m.  
 Event ends

**Sunday, June 29**  
 6:00 a.m.  
 Inbound John Nolen Dr opens

8:00 a.m.  
 Outbound John Nolen Dr opens





Restrict parking on one side

Restrict parking on one side

Yellow indicates existing No Parking

Message Board 7 days in advance:  
JN NOLEN WILL BE CLOSED  
SATURDAY 6/28

7

8

9

10

11

12

13

Remove parking on this side

Remove parking on this side

Remove parking on this side

Remove parking on this side

Remove parking on this side

Remove parking on this side

Place barricades 9:45pm

Both sides of street posted NO PARKING for emergency vehicle use only

Remove parking on this side

Remove parking on this side

Remove parking on this side

Remove parking on this side

Place barricades during fireworks

Remove parking on this side

Remove parking on this side

Remove parking on this side

Remove parking on this side

Remove parking on this side

Remove parking on this side

Remove parking on this side

2 BARRICADES

2 BARRICADES

4 Officers to direct traffic beginning at 10:00 PM

9:45 PM Do not allow eastbound traffic

barricades across all driveways post 10

After event, pedestrians will walk down John Nolen Dr

Inbound John Nolen Dr closes at 1pm on Saturday

9:45 PM Set barricades to force vehicles coming from Alliant to make a left turn toward Park Street.

9:45 PM Assume heavy pedestrian traffic coming southbound on John Nolen Dr after the fireworks have ended (10:00 PM)

10:00 PM Park squad here to stop eastbound Olin Ave traffic.

9:45 PM Funnel pedestrians into this lane. Pedestrians can walk in this lane south to the parking lot entrance.

11:00 PM to 9:45 PM There will be inbound (northbound) John Nolen Dr traffic until 10pm. Inbound traffic must turn left onto Olin Ave.

Madison Water Utility

Wonder Bar  
The Coliseum Bar

Overflow Parking  
2,500  
(Weather Dependent)

1,200

658

750

560

1,150

1,840

15

450

16

19

17

18

20

21

**Schedule:**  
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 4:00 a.m.  
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1:00 p.m.  
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2:00 p.m.  
 Event opens

9:30 p.m.  
 Fireworks Start

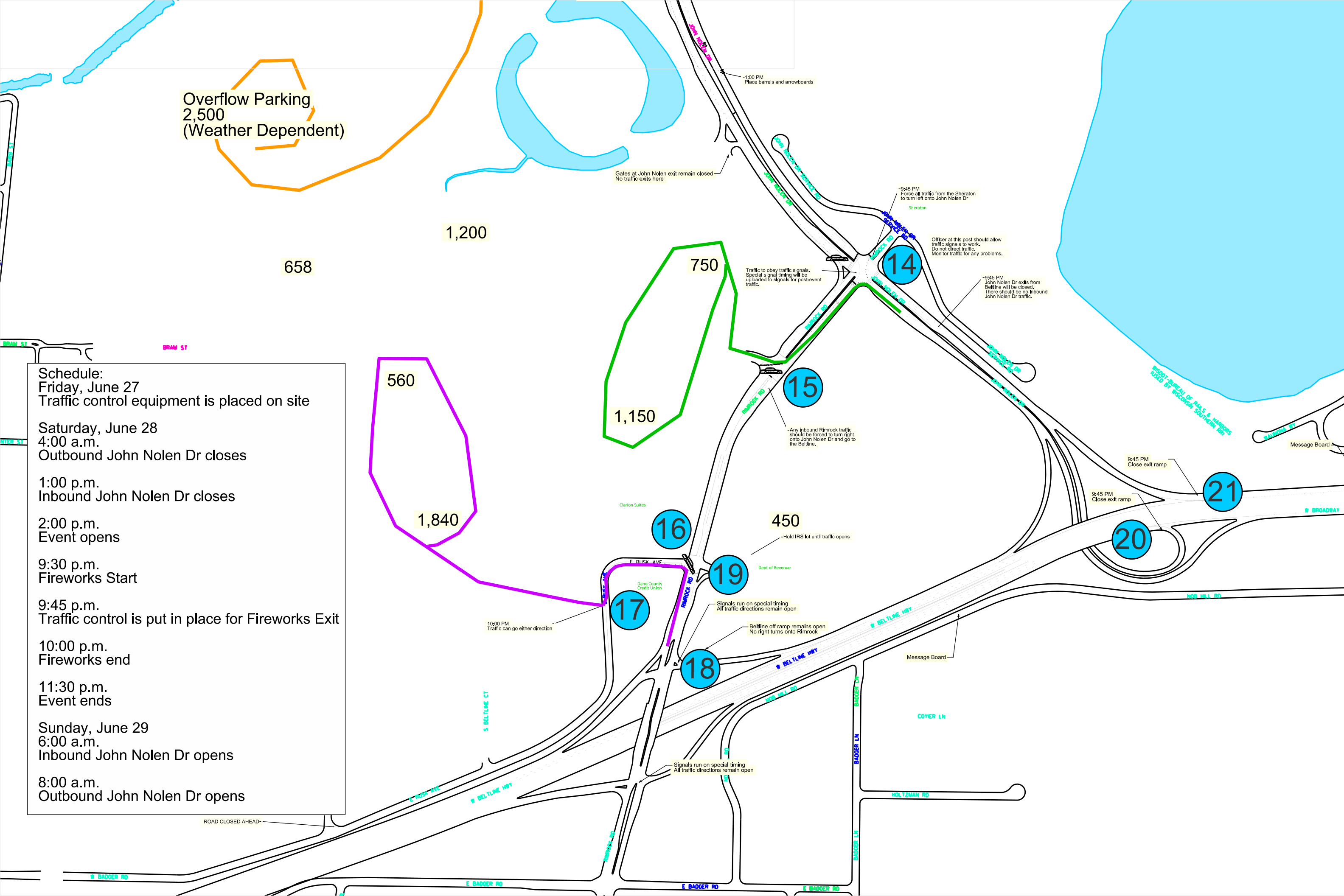
9:45 p.m.  
 Traffic control is put in place for Fireworks Exit

10:00 p.m.  
 Fireworks end

11:30 p.m.  
 Event ends

**Sunday, June 29**  
 6:00 a.m.  
 Inbound John Nolen Dr opens

8:00 a.m.  
 Outbound John Nolen Dr opens



1:00 PM Place barrels and arrowboards

Gates at John Nolen exit remain closed  
No traffic exits here

9:45 PM Force all traffic from the Sheraton to turn left onto John Nolen Dr

Officer at this post should allow traffic signals to work. Do not direct traffic. Monitor traffic for any problems.

9:45 PM John Nolen Dr exits from Bellline will be closed. There should be no inbound John Nolen Dr traffic.

Traffic to obey traffic signals. Special signal timing will be uploaded to signals for post-event traffic.

-Any inbound Rimrock traffic should be forced to turn right onto John Nolen Dr and go to the Bellline.

-Hold IRS lot until traffic opens

Signals run on special timing All traffic directions remain open

Bellline off ramp remains open No right turns onto Rimrock

Signals run on special timing All traffic directions remain open

10:00 PM Traffic can go either direction

9:45 PM Close exit ramp

9:45 PM Close exit ramp

ROAD CLOSED AHEAD

## **2014 Rhythm & Booms Supplemental Items**

### **Clean Up Plan**

Rhythm & Booms will utilize receptacles from Budweiser and Pepsi for recycling during the event, June 28, 2014. Receptacles will be placed along John Nolen Dr. along with regular trash cans. Rhythm & Booms volunteers will be responsible to change out the bags as they fill and carry full bags to recycling dumpsters set at either end of John Nolen Dr. These dumpsters will be clearly labeled as recycling dumpsters and will be serviced by Pellitteri Waste Systems. JAK services will be street sweeping at the end of the night. We would like to use City of Madison trash receptacles again this year. Volunteers will also be doing clean up on Sunday, June 29 – along John Nolen and also in canoes and kayaks in the water along the shorelines.

Rhythm & Booms will not be responsible for cleaning the parks along the shoreline, except for those within the parameters of our permit (John Nolen Dr, some parts of Olin & Law Park). We will make it known in our media messages to Pack it In; Pack it Out. We are unsure whether the city of Madison or Monona will be providing additional trash containers at those sites at this time since the city is reducing its budget for events.

#### Vendors:

- Pellitteri will provide trash and recycling dumpsters for the event
- Sanimax will provide a grease disposal barrel for each vendor cooking with grease
- City of Madison will provide trash cans and recycling cans (if available)
- Pepsi/Budweiser will provide recycling cans
- JAK Services to street sweep

#### Additional measures:

- Use barges as firing platform to eliminate use of sand, plastic caps and garbage bags.
- Fire over water abundant in plant life to decompose perchlorate (phytoremediation) .
- Secure electric wires used to trigger the fireworks to the racks to minimize the risk that the wires would fall into the water during or after discharge.
- As soon as practical, remove misfires from mortars. Need 30 minutes minimum for product to cool down.
- As soon as practical, and within 24 hours following the display, collect and remove particulate matter and debris from ignited and un-ignited pyrotechnic material from barges and adjacent affected surface waters.
- Sweep barge decks to prevent debris from being deposited into the water.

### **Safety and Security Plan**

The Rhythm & Booms will be staffed by officers from the Madison Police Dept., Capitol Police, and by private security from Original RTM.

A first-aid booth staffed by volunteers with radios will be operating the entire day of the event.

### **Notification Plan**

Event will be marketed through Wisconsin State Journal, Entercom radio, Ch 27 News, website and social media. Staff will work with alders and businesses to make appropriate notification upon event approval.

# Emergency Action Plan And Protocol

Updated for Rhythm and Booms

This outline will serve as a guideline for Madison Festivals, Inc. to handle emergency situations on event day.

### **EMS Command Post**

The EMS Command Post (CP) will be located at Olin Park. City of Madison Police, and City of Madison Fire, Dane County Sherriff, WI DNR. Communication will be handled within each department with communications flowing freely between groups as necessary. The event will communicate via radio with repeater network with cell phones as back-up.

Emergency Management Committee (EMC) will include the designated representative from Madison Festivals (i.e. Board Chair, President), Event Director, Operations Director, and Marketing Director. The EMC can be expanded to include the jurisdictional police department, jurisdictional fire department, communications personnel and emergency health personnel, and event volunteer coordinator, depending on the nature of the emergency. This meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official Rhythm and Booms position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting.

### **Event Command - all people in direct radio communications**

Ryan Richards – Event Director  
Ryan Griessmeyer – Event Director  
Russ Larson – Operations Director  
Brodie Birkel – Marketing Director  
Josh Whiteis – Pyro Director

Communications to spectators will be made via loudspeaker announcements located at the main stage. Zone specific announcement can be made as necessary. All zones can be tied together to communicate across the event grounds as necessary.

### **Hospital Transports**

The primary hospital for transports is UW Hospital located at 600 Highland Ave. Other hospitals include Meriter, located at 202 S. Park St. and St. Mary's, located at 700 S. Park St. These hospitals will be used by choice of patient and/or in the case of less severe injuries. Madison Fire and EMS is the primary transporter for the event.

### **What Event Day Emergencies Can Occur?**

Issues that can be faced on the day of an event are:

- Severe or Extreme Weather Conditions – extreme low/high temperatures, lightning, tornados
- Emergency event changes (in case of on fires, vehicular accidents, overnight storms or flooding)
- Accident along the course involving traffic re-routing
- Lost Child(ren)

Due to any other unforeseen emergencies that could occur on event day, we will communicate directly with emergency personnel and their respective agencies to develop the appropriate response(s) (or rely on them to enact their own public safety response plan).

### **Announcements:**

***For weather:*** “Attention, our weather forecasters from (**media partner**) have informed us that (**weather condition**) is in our area. Because the safety and wellbeing of our attendees, volunteers and safety workers along throughout the event grounds are foremost in our minds, please seek shelter immediately.” (**update conditions at the end of the delay period and announce an additional delay, cancellation, or scheduled start**)

### **Emergency During Event:**

#### **Weather Related:**

If dangerous weather conditions occur during in the event consultation with the EMC, and CP will make the decision on whether to continue the event. Attendees will be notified on onsite by event personnel, police, and over the PA system.

The Emergency Management Committee (EMC) makes the final call regarding weather matters. Weather information will be relayed to the Media by the Marketing Director or the Event Director; and will be the only spokespeople for any media questions.

The Event Officials in and out of the Command Center will continuously monitor weather reports including active radar starting 2 hours prior to the event start and continuously throughout the day. Weather updates will be broadcast on the primary operations radio channel at a minimum of every 60 minutes prior to event opening. After event opens, weather updates will be broadcast whenever any weather condition of concern is detected. Threshold for lightening is 10 miles.

#### **Inclement Weather**

If the potential exists for hazardous weather the Event Director will inform all staff and the event announcer. Announcements will be made periodically and on a schedule to keep spectators and participants informed.

The Event Director, in consultation with Pyro director, will decide on the start of the event 20 minutes prior to published start time. If conditions prohibit the start of the event on time, appropriate delays will occur until safe to do so. If conditions do not allow the show to start on time, the show may be delayed until up to 10:30 and then will be shortened and or cancelled.

If inclement weather occurs after the show has started, attendees and volunteers are on their own to seek shelter. Weather issues will be communicated via radio to list below



telling people what to do. Potential shelters are Monona Terrace tunnel, the Monona Terrace, park shelters, and parking structures in the city of Madison

**Communication plan for broadcasting weather issues** The Event Director will be monitoring weather radar and reports via internet weather websites. Event Director will also be in communication with police and fire regarding anything they are hearing regarding dangerous weather.

Should inclement weather be forecasted/threatening the race, Event Command will be in contact with Ryan Richards, to inform of situation. Based on information received, threat of weather, location of weather, and direction of travel for weather, a decision regarding the event will be made. If event needs to be stopped or shortened or changed, Ryan Richards, Event Director will make that decision. Communications to Dane County Sheriff, Madison Police, and other parties will be made through Dane County Communications. Decisions regarding the event will be communicated to event staff and volunteers on course via the radios. All communications will use cell phones as back-ups and hard lines as a back up to that where possible.

#### **Lost Child Plan:**

Any child that is separated from their parents, on-site, will be brought to the designated tent in each zone and kept there with a staff person or MPD. The announcer will request that the parents (by name) will come to the designated tent. It will also be announced over race radio. Staff member **MUST** stay with child until reunited with parents. If parents approach regarding their child missing, an all call will go out over radio with description of child. This will also be communicated through event command so Police are aware of the situation. Announcer will also ask for people to look for child and bring them to the designated tent. Likewise as Police are approached regarding missing child, it should be communicated to race command so it can be broadcast to Event Staff.

#### **Medical Emergencies on-site**

**If there is serious injury along the course, CALL 911 IMMEDIATELY!**

Only call 911 for serious injury, not sprains or scrapes.

#### **Media Management**

First, identify the problem. **DO NOT speculate** on what the issue may be, before the facts are known.

Second, **DO NOT** make any statement to media, or others. The Emergency Management Committee (EMC) and the Command Post (CP) will include the Event Director, Operations Director, and Marketing Director. The EMC can be expanded to include the police department, fire department, communications personnel, and emergency health personnel, and event volunteer coordinator, depending on the nature of the emergency.

Any meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official event position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting.

Third, be honest. The object is to relay accurate information while keeping the message simple, proactive and as positive as possible.

Fourth, name **ONE** person who is the official spokesperson of the event (ex: Event Director, Operations Director or Marketing Director). All follow-up media requests will be directed and coordinated through the Marketing Director. This is done to maintain consistency in the message communicated from the event.

Fifth, any request for information, regardless of source, will be handled through the Marketing Director, whom then will schedule a response from the spokesperson. If it is a major event crisis, a news conference will then be scheduled.

Sixth, follow up on a regular basis with updated information as long as the situation is unresolved.

No general announcement is needed to the public at the start-finish area, but the media may hear about an on-site problem and ask for a clarification or reaction. If you are asked for a comment **BEFORE** the information is in, and **BEFORE** you have had a staff meeting, say that “an official statement will be forthcoming”, then:

1. Assess the situation. Is it a health emergency? Is it a traffic emergency? What is the appropriate response that will cover the facts while still putting the event in the best position possible?
2. Compose and official statement. This is what will be given to the media, with **NO** deviation from the talking points. **DO NOT interject opinions.**
3. If there are several requests for reaction, call a news conference. Contact media on site, plus contact local news outlets on the media contact list and inform them of a news conference to release an official statement. If it is appropriate to have other officials in addition to the event spokesperson, have those persons available at the news conference (i.e. If it is a traffic issue, have a police spokesperson there). **Note: If the emergency is medical in nature, there is little that can be disclosed due to HIPA laws.**
4. Keep the situation information flowing! If there are updates, let the media know. Keeping information from the disseminating sources only leads to speculation and false information.

**ANY official crisis statement made by the event should be posted on the event website as quickly as possible.**