

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Lezlie Blanton  
Wisconsin Alliance Of Artists And  
Craftspeople, Inc.  
2450 East Mifflin Street  
Madison, WI 53704  
Email: Wiartcraft@gmail.Com  
Phone: (608) 204-9129

### Contact During Event

Lezlie Blanton  
Wisconsin Alliance Of Artists And  
Craftspeople, Inc.  
2450 East Mifflin Street  
Madison, WI 53704  
Email: Wiartcraft@gmail.Com  
Phone: (608) 204-9129

### Event Information

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Name of Event: Art Fair Off the Square

Event Type: Multi-Day

Estimated Attendance:

10000  
00

Is this a new event:

☐

### Event Additional Information

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Run/Walk: ☐

Music/Concert: ☐

Festival: ☒

Rally: ☐

Parade: ☐

Posting no parking signs or bagging meters? ☐

Other: ☐

If other, please describe:

### Site Map

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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

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Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

Martin Luther King Jr. Blvd. 200 block

## Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
07/12/2024	5:00 pm	07/13/2024	9:00 am	07/14/2024	5:00 pm	07/14/2024	10 pm	
07/12/2024	5:00 pm	07/13/2024	10:00 am	07/14/2024	5:00 pm	07/14/2024	10:00 pm	

## Temporary (Picnic/Beer) Licenses

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

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

No

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

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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?(\$):

No

Estimate number of vendors:

## Public Amplification Permit

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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
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### 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.

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

Trash Barrels:	<input type="text" value="12"/>
Recycling Barrels:	<input type="text" value="12"/>
Dumpsters:	<input type="text" value="2"/>
Electrical Adaptors:	<input type="text" value="0"/>

### Marketing

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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?:

Event Website:

Notes:

## Acknowledgement

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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

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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

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

LHB

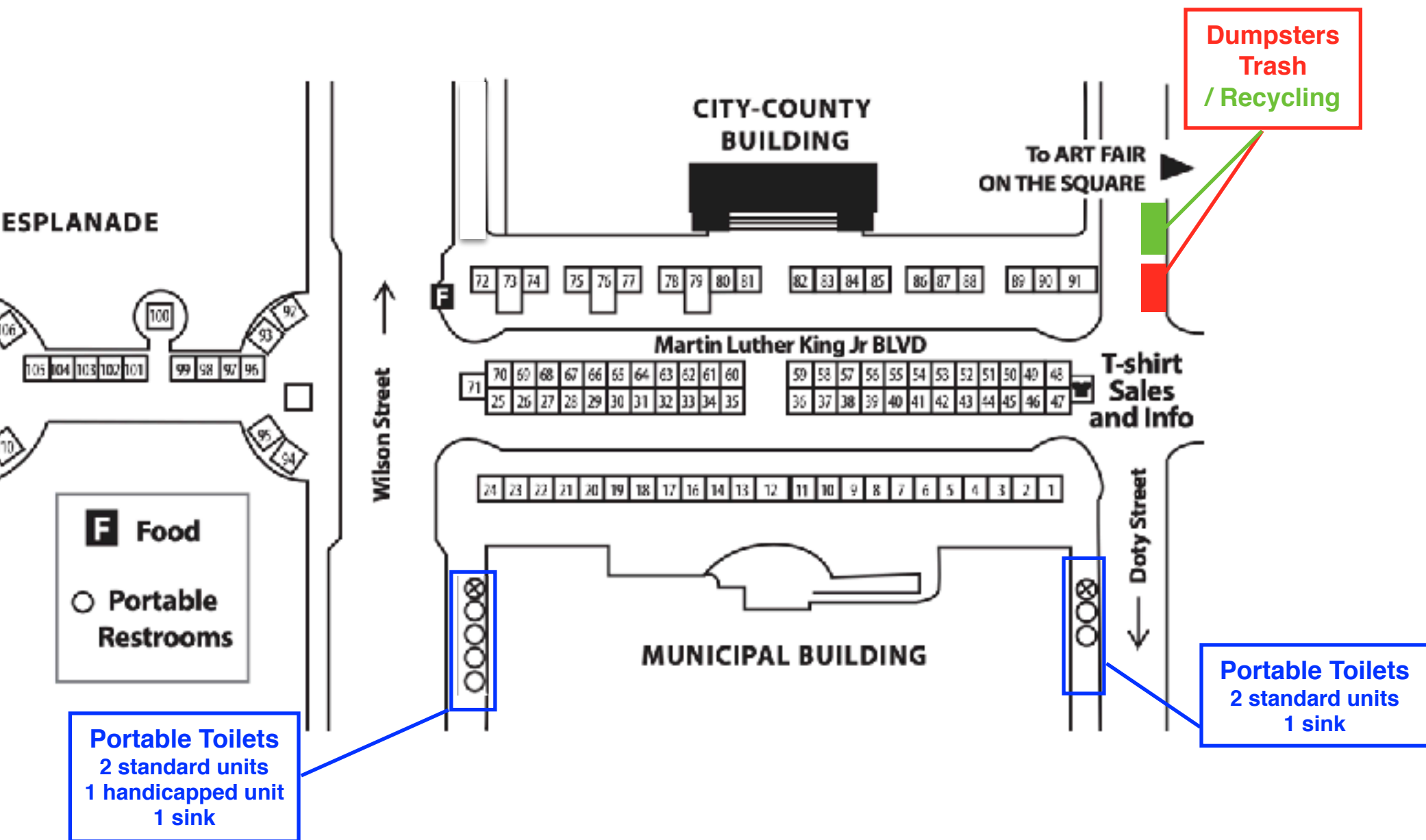
Signature: Lezlie Blanton

Date: 03/21/2024

# Dumpsters and Portable Toilet Locations

## Art Fair Off the Square

### July 8 & 9, 2023





# ART FAIR OFF THE SQUARE 2024 EMERGENCY ACTION PLAN

(revised 3/18/24)

**EVENT ORGANIZER:** Wisconsin Alliance of Artists and Craftspeople, Inc. (WAAC)

**PRIMARY CONTACT:** Danielle Brown, Onsite Coordinator  
Cell: 608-443-7723  
2450 East Mifflin Street  
Madison, WI 53704

**EVENT DATES AND TIMES:**  
Friday, July 12, 2024: Set-up begins at 2:00 PM on Olin Terrace Esplanade and 6:00 PM on Martin Luther King Jr. Blvd.  
Saturday, July 13, 2024: Event is open to the public 9:00 AM – 6:00 PM  
Sunday, July 14, 2024: Event is open to the public 10:00 AM – 5:00 PM  
Sunday, July 15, 2024: Tear-down begins at 5:00 PM, continues until 8:00 PM

**EVENT LOCATION:** The 200 block of MLK, Jr. Blvd and the walkway to Monona Terrace.

**HEADQUARTERS:** During the event, Headquarters for staff and volunteers will be in the Information Booth located in the street at top of MLK, Jr. Blvd.

**INCIDENT COMMAND POST:**  
During the event, Headquarters for staff and volunteers will be in the Information Booth located in the street at top of MLK, Jr. Blvd.

## EVENT OVERVIEW

On **July 13 and 14, 2024**, the Wisconsin Artists and Craftspeople, Inc. (WAAC) will celebrate its **45th** annual Art Fair Off the Square. With over 75,000 visitors from across the region, the Art Fair offers a wide range of art and food. Occupying the 200 block of MLK, Jr. Blvd and the walkway to Monona Terrace is a celebration of both the arts and downtown Madison. Over 50 volunteers donate their time and energy to help make the Art Fair a success, and businesses also show their support through cash and valuable in-kind contributions of goods and services, such as promotional assistance, manpower, and donations of food and equipment. Since WAAC's very first event, it has grown into one of the

most highly-respected juried art fairs in the region, restricted to artists from Wisconsin. Over 200 artists from across Wisconsin apply each year for the 135 exhibitor booths. **Admission:** FREE. Open to the public.

The Art Fair Off the Square is an annual event that boosts tourism, statewide visibility, trade, quality of life, and city pride. Education programs for area schools continue to bring teachers and students to the Art Fair to provide a greater understanding of art principles and traditions.

### ABOUT THE EVENT ORGANIZER

WAAC is a nonprofit, independent 501(c)3 organization. It is organized and run by a 9 member board.

### ANTICIPATED ATTENDANCE

The Art Fair Off the Square attracts and involves a large number of people over the weekend of the art fair, namely:

- Three staff members
- 50 volunteers
- 135 artists assigned to 135 artist-designated booths
- Two Special Duty City of Madison Police officers (contracted, per shift) during show hours
- Two security persons from a security firm during over-night hours
- 1 Fire Department Inspector
- 1 Public Health Inspectors/ Sanitarians
- Three food vendor booths
- 75,000 attending fairgoers from across the region

### PURPOSE OF THE EMERGENCY ACTION PLAN

- A. This emergency action plan predetermines actions to take before and during the Art Fair Off the Square 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.
- A. 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.
- A. 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.
  - A. This action plan reflects the following priorities:
    1. Life safety and minimizing harm
    2. Incident stabilization
    3. Property preservation

### UPDATING OF THE EMERGENCY ACTION PLAN

This emergency action plan was updated by **Danielle Brown** for the City of Madison Parks Department as part of their Streets Use Permit application. Per the suggestion of the City of Madison Fire Department, this plan incorporates elements of FEMA's *Incident Command System*.

### COMPLETE EVENT SCHEDULE

#### Set-up Event

#### **Friday, July 12th**

Set-up begins at 6:00 PM for booths in the street and continues for several hours. Earlier set-up times for the Monona Terrace walkway and the sidewalks in the 200 block of MLK, Jr.

#### **Saturday, July 13th**

Event begins at 9:00 AM

Event ends at 6:00 PM

**Sunday, July 14th**

Event begins at 10:00 AM

Event ends at 5:00 PM

### **Tear-Down**

**Sunday, July 14th**

Tear-down begins at 5:00 PM and is expected to be finished by 8:00 PM.

### **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: Danielle Brown, Onsite Coordinator**

Cell: 608-443-7723

2450 E. Mifflin St.

Madison, WI 53704

In the event of an emergency, the following secondary contacts will call Lezlie or vice versa. When requested, this contact may meet Lezlie at the Information Booth on the corner of MLK, Jr. and Doty.

**SECONDARY CONTACT: Lezlie Blanton, Executive Director**

Cell: 608-204-9129

2450 E. Mifflin St.

Madison, WI 53704

### **INSURANCE**

WAAC's insurance policy covering the event is renewed and approved at the Street Use meeting in April of each year.

### **CHAIN OF COMMAND**

In the event of a **minor** incident, **Danielle Brown** 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, **Danielle Brown** 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.

### **PRE-DESIGNATED INCIDENT COMMANDER (NOT A WAAC STAFF MEMBER):**

**To Be Determined**

Madison Fire Department Cell during event:

Secondary cell:

Pre-fair contact: Division Chief Bill Sullivan Office: (608) 261-9658

### **LAW ENFORCEMENT / SECURITY**

#### **Police Officers**

The need for constant Law Enforcement presence at this event has been identified. There are 20 slots for City of Madison Police Department Special Duty Officers will be present during all active\* hours of the fair:

Saturday, July 13, 2024: 9:00 AM – 6:00 PM

Sunday, July 14, 2024: 10:00 AM – 5:00 PM

*\*Active hours are those in which the public is invited to make purchases at the fair and/or when money is being handled.*

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 information available to the officer: nature of emergency, precise location, and contact person with a callback number.

## Security

WAAC has contracted with Endres and Endl Security to provide overnight protection services. The schedule for security guards follows. This security firm has only retired Sheriff's Deputies and retired Police Officers.

21 slots	Fri/Sat, July 12/13	6:00 pm—6:00am
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21 slots	Sat/Sun, July 13/14	6:00 pm-6:00am
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## INFORMATION COMMUNICATION PLAN

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

During the event, staff members and key volunteers from WAAC will be spread out over the whole fair and will be **carrying cell phones** and walkie-talkies, including the Board, **Danielle Brown** (Onsite Coordinator) and **Lezlie Blanton** (Executive Director).

When general information/evacuation needs to be communicated to all staff and volunteers during the event, **Danielle Brown** will use the cell phone list to contact designated persons. During set-up/tear-down, **Danielle Brown** and **Lezlie Blanton** will use cell phones to communicate to staff members and other key persons.

A staff member will call 911 in the event of an emergency. WAAC Staff members present will be asked to have the following information available to the 911 operator:

- ☐ Nature of emergency
- ☐ Location
- ☐ Contact person
- ☐ Callback number

If 911 is contacted by any WAAC staff or volunteer, the event's PRIMARY CONTACT (**Danielle Brown**) will be notified by the reporting person as soon as possible in person or by cell phone (the reporting person will keep calling **Danielle Brown** if they reach voicemail).

## SEVERE WEATHER

**Danielle Brown** is in charge of monitoring weather conditions. Weather forecasts and current conditions will be monitored through WeatherUnderground ([www.wunderground.com](http://www.wunderground.com)), AccuWeather ([www.accuweather.com](http://www.accuweather.com)), Channel 15 ([www.nbc15.com/weather](http://www.nbc15.com/weather)), and the 911 staff located in the City-County Building.

## Pre-Event:

If severe weather is predicted prior to the event, **Danielle Brown** will contact the president of the board to

evaluate the conditions and determine if the event will remain scheduled.

### During Event:

If *questionable* weather begins to occur during the event, **Danielle Brown** will contact the president of the board to evaluate the conditions and determine if the event will remain open.

If *severe* weather begins to occur during the event, **Danielle Brown** will contact key persons who will be responsible for notifying artists of a weather emergency. Staff members and key volunteers will notify those attending the event that:

- A hazardous weather condition exists.
- Everyone should seek shelter either in Monona Terrace (best choice) or the City-County Building (not the best) as they are all designated severe weather safety zones. City-County Building has open doors on both Wilson and Carroll St. However there is limited space. Nearby parking ramps or open businesses (away from windows) are also options.

The Art Fair will remain open unless the weather is extremely dangerous.

### Lightning:

**Danielle Brown** will also be watching and listening for clues of impending lightning-related danger. This will include darkening skies, flashes of lightning, or increasing wind, which may be signs of a developing or approaching thunderstorm. She will also listen for thunder. If **Danielle** determines that lightning-related danger is present, she will call staff members and key volunteers to instruct everyone to spread the word to get to a safe place (inside substantial buildings). Staff will also be instructed to stay inside. Fair activities will not resume until Lezlie has determined that the lightning has passed (i.e., we will resume 30 minutes after the last thunder was heard). **Danielle** will call staff members and key volunteers to communicate that the fair is resuming.

### FIRE / FIRE SAFETY

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

**Portable Fire extinguishers** will be kept at the Information Booth. All vendors are advised 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 floor covering** (from rolls) directly underneath cooking appliances.

### Fire Hydrants around the fair (Red Dots)

The Art Fair Off the Square and Art Fair on the Square will set up as follows near fire hydrants located within the show:

### FIRST-AID MEDICAL EMERGENCIES

#### Dedicated EMTs/Paramedics (Saturday/Sunday)

WAAC will contract with the Madison Fire Department to provide EMS coverage for both on and Off the square. Two Paramedics, one small ambulance, and a bike(s) will be present at both fairs. The paramedics are located near both shows. The **EMS/Paramedic Station** will be a



10x10 tent located near the intersection of S. Pinckney x E. Main Street on the Capitol Square sidewalk near the kid's area. A parking space will be designated on King Street for Ambulance parking (a bagged meter will have a sign "Ambulance parking only").

The paramedics will be given a list of cell phone numbers.

They will be available during the following hours:

Saturday, July 13, 2024, 8:45 AM – 6:15 PM

Sunday, July 14, 2024, 9:45 AM – 5:15 PM



#### For Severe Injuries:

1. If a person is seriously injured or becomes violently ill and requires medical attention, WAAC Staff will call **the EMS Station**. The paramedics will come to the location of the injured person. Staff will be advised not to drive/move the ill or injured person for medical assistance. If the on-site paramedics don't answer staff will call 911 immediately.
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 **Danielle Brown** of the situation and location of the injured person and which entrance the paramedics/EMS crew plans to use. If serious, **Danielle Brown** 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 Leslie Blanton. A key staff person will obtain the name of the injured person and a witness.
7. Complete an Incident/Damage/Theft form.

#### For Mild Injuries or Heat Exhaustion:

For people with heat exhaustion, or other mild first aid situations, **call the EMS Station** and the paramedics will come to the location of the injured person. If the person is nearby the **EMS/Paramedic Station** at the

intersection of S. Pinckney x E. Main Street on the Capitol Square sidewalk (near the kid's area), the staff person will escort the person to the EMS Station.

### **A First Aid Kit**

A First Aid kit will be on hand at the Information Booth.

### **DISRUPTIVE / THREATENING BEHAVIOR**

When disruptive behavior is identified at the event, WAAC Staff members and key volunteers will be asked to follow these procedures:

1. Remain calm.
1. Let the person state his/her entire complaint.
2. Be sympathetic but remain neutral. If you have the time, let the person talk for a while.
3. If the individual is abusive, tell him/her that such language is not appropriate for a public place.
4. Decide if you can solve the problem. If possible, try to do so. If not, refer the person to contracted security on duty.
5. 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.
6. If a disruptive individual wishes action taken, get information on how staff members can contact the individual. If this is an artist, get their name and booth number and relay it to the Information Booth.
7. If behavior becomes threatening, tell him/her you must move on/return to work. If the individual persists, call security.
8. The key to control in a situation where a person is being physically threatening is TEAMWORK. Call for help from a security person or enlist a fellow staff person when possible.

### **ALCOHOL CONTAINMENT**

No alcoholic beverages are served at the Art Fair Off the Square.

### **SECURING VALUABLES**

Vendors are instructed as follows:

- ☐ Keep tent secured/closed/fastened overnight.
- ☐ It is recommended that all items of value are taken with you at the end of each day.
- ☐ When you have to leave your booth during the event, go to the Information Booth for help.

### **EMERGENCY VEHICLE ACCESS**

Art Fair OFF the Square vendor tents are set up in the street, allowing for ease of access for emergency vehicles. A lane, 20 feet in width, is maintained to create an emergency access lane for the Madison Fire Department as well as pedestrian access.

### **LOST CHILDREN OR ADULTS**

Designated "lost child/adult" area: Information Booth at the corner of MLK, Jr. and Doty.

Should an individual become lost or separated from friends/family, all staff will be advised to escort the missing person to the Information Booth. Staff will be asked to follow these instructions:

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 Capitol and City of Madison police can be alerted.

If you find a lost child or adult, please do the following:

FOR LOST CHILDREN: Escort the lost child to the Information Booth yourself or have another staff person do so. Do not ask a volunteer.

FOR A LOST ADULT: Direct the individual to Headquarters. Use your discretion; an adult may also need an

escort. Call Headquarters if you are very busy. A police officer may be available to meet you and escort the individual.

If someone is looking for a reported lost child or adult, they should check at the Information Booth.

Once a lost person is reunited with their friends/family, communicate the good news to staff and key volunteers so that they may call off the search.

## **EVACUATION**

1. Staff and key volunteers are responsible for notifying artists of non-weather situations requiring evacuation. Staff will speak with the security staff/Police and will call key cell phone numbers when such a need arises. All Staff will contact other nearby staff members when notice is announced over the radio.
1. Each staff person and key volunteers are advised to calmly notify artists. Artists will be asked to exit the 200 block of MLK, Jr. and the walkway to Monona Terrace on foot using the street closest to their booth.
2. In the case of situations requiring evacuation, staff members will be asked to remove the cash from the registers at the Information Booth unless their personal safety is at risk.
3. The Art Fair will remain open unless a situation is extremely dangerous.
4. WAAC Staff and key volunteers will assemble at the Information Booth, unless the area is at general risk, in which case staff members should head to Monona Terrace across the walkway asap after evacuation. If the downtown area is at general risk staff and key volunteers will be advised to stay at Monona Terrace.

## **ACCESSIBILITY**

### **General Event Access for Persons with Disability**

The event takes place in city streets. WAAC ensures that vendors' booths do not block access to ramps between sidewalks and streets so that persons with a disability can access and move around the event. Also, because the 200 Block Of MLK, Jr. is only partially blocked (with non- permanent barricades), in an emergency, persons with a disability are able to leave the venue without significantly impeding the movement of other patrons.

### **Restroom Access**

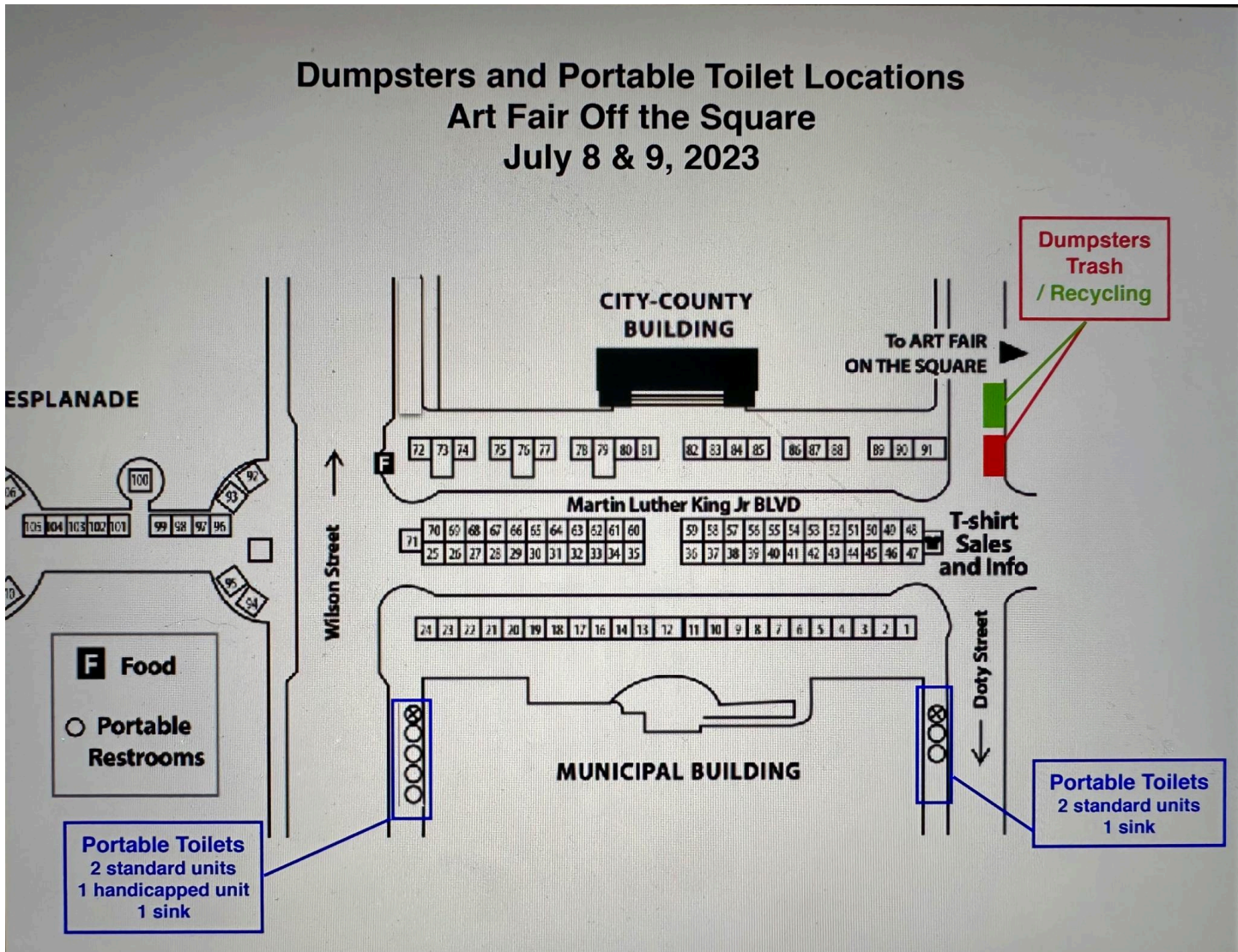
WAAC staff will have knowledge of the following (also available at the Information Booth): Monona Terrace (best choice) and restaurants near the show offer accessible restrooms.

**Danielle Brown will have a copy of this document at the art fair.**

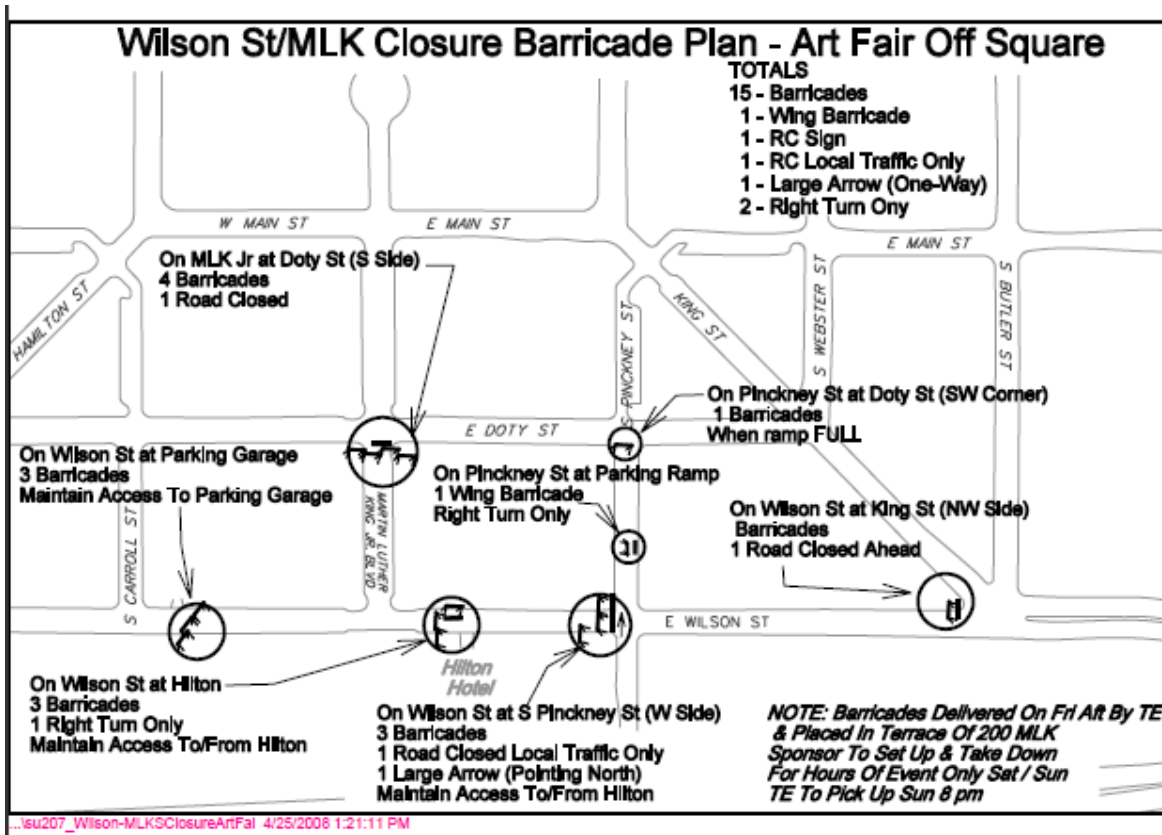
## **APPENDICES**

Appendix 1	Event Map
Appendix 2	Traffic Map
Appendix 3	Security Schedule

Appendix 1 Event Map



Appendix 2 Traffic Map



## 2024 SECURITY SCHEDULE-Art Fair Off the Square

Date	Time	Officer	Location
Friday, July 12	6pm-10pm	Security	Entire Show
		Security	Entire Show
		Security	Entire Show
	10pm-6AM	Security	Entire Show
		Security	Entire Show
		Security	Entire Show

Date	Time	Officer	Location
Saturday, July 13	<b>9AM-6PM</b>	Police	Doty/MLK
		Police	Doty/MLK
		Police	MLK/Wilson
	6pm-12am	Security	Entire Show
		Security	Entire Show
		Security	Entire Show

Date	Time	Officer	Location
Sunday, July 14	12am-6am	Security	Entire Show
		Security	Entire Show
		Security	Entire Show
	<b>10 AM-5PM</b>	Police	Doty/MLK
			Doty/MLK
			MLK/Wilson

Duties will consist of security, giving directions and handling emergencies.