

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Freakfest 2013 Presented by Mountain Dew

Event Organizer/Sponsor Frank Productions

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 155 E Wilson St Suite 100

City/State/Zip Madison, WI 53703

Primary Contact Perry Blanchard FAX 608 284 5465

Work Phone 608 284 5465 Phone During Event 608 535 0859

E-mail perry@frankproductions.com

Website frankproductions.com

Secondary Contact Charlie Goldstone

Work Phone 608 284 5462 Phone During Event 608 575 4597

E-mail cgoldstone@frankproductions.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 35,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 7:00PM to 1:30 AM Yes No

EVENT CATEGORY

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

LOCATION REQUESTED

Capitol Square (note specific blocks below) Podium/700-800 State Street
 30 on the Square (a.k.a. top of 100 block of State Street) Other (specific blocks/streets requested below)
Street Names and Block Numbers: See Addendum

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 10/25-10/27 Rain Date(s) N/A

Event Start Date(s)/Time(s) 10/26 7:00PM Set-Up Date(s)/Time for Event 10/25 6:00PM

Event End Date(s)/Time(s) 10/27 1:30AM Take-Down Time 10/27 1:30AM

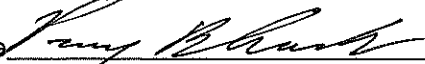
Take-Down Time: start to streets reopened

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 08/28/13

Addendum A – Event Grounds

1) EFFECTIVE DATE: This permit is effective from October 25, 2013 through October 27, 2013. Specific times are detailed on a per-site basis below.

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

Perry Blanchard
Production Manager
Cell: 608-535-0859
Fax: 608-284-5479
perry@frankproductions.com

3) Event Grounds

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

- Location A (Capitol Square):
 - o Access to the top of State Street fenced area will begin at 6:00 PM on Friday 10/25 and will continue until deconstruction is complete early Sunday morning 10/27 by 9:00 am.
 - o The border between the permitted area and the State St right of way indicated on attached maps shall be delineated by private security personnel provided by Frank Productions, Inc. The delineation between State and City property is represented as the yellow line on the attached map.
 - o W Mifflin St. between S Hamilton and N Carroll as well as N Carroll between W Mifflin and Main St. will be used for production/artist/working staff parking. This area will be included in the fence line. Private Security will be used to supervise the areas where vehicles are parked. Frank Productions will need access to this part of the site at 2:00 pm on Oct. 26th until 4:00 am Oct 27st.

- Location B (Buckeye Lot):
 - o 100% of the parking spaces of the Buckeye Parking Lot starting at 8:00 am on Oct. 26th and concluding at 4:00 am on Oct 27th

- Location C (W Gilman St):
 - o W Gilman St from State Street intersection up to N Henry St..
 - o Full access to this site from 8:00 am on Oct. 26th to 4:00 am Oct 27th including all parking spaces on the street.

- Location D (Concrete Park on N Frances)
 - Cul-de-sac on N Frances up to State Street starting at 9:00 am Oct. 26 to 4:00 am Oct. 27th

- Location E (S Frances next to State Street Brats)
 - Cul-de-sac and paved area on S. Frances adjacent to State Street Brats starting at 9:00 am Oct. 26th to 4:00 am Oct. 27th

- Location F (N Carroll Street from W Dayton to State Street)
 - Cul-de-sac and paved area starting at 9:00 am on Oct 26th to 4:00 am on Oct. 27th
 - This site will contain a solid raised platform approximately 1600 sq. ft. It will be placed in accordance with MPD and MFD guidelines leaving with a solid 4' deep barrier preventing

people to climb or lean on the deck. Emergency fire egress lanes will be maintained around the perimeter of the deck.

- This setup will preclude any street vendors from using the area on Saturday Oct. 26. It will be fenced off and secured on Oct. 26th at 6:00 pm.

4) Security (provided by RTM):

For Locations A & C:

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

For Location E and F

- 2 Private Security Personnel around the areas
- 3 Private Security officers for VIP area

6) Other working staff to include:

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

7) Pepsi/Mountain Dew sites

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

- i. Pepsi Sampling tent – On the sidewalk next to State Street Brats by S Frances. There is a flat pavement section that will accommodate a foot print of 20'w x 20'd x 15'h tent. Per Madison Fire Department, we will leave a 10'w unobstructed fire aisle on either side of the tent. Inside the tent, Pepsi will be sampling non-alcoholic drinks and giving away miscellaneous items such as neck beads and t-shirts.
- 8) Transportation Management and Parking plan details are the responsibility of the City of Madison.
- 9) Crowd control outside event perimeters is the responsibility of the City of Madison.

Event Schedule:

Friday 10/25

6:00 PM Capitol Square Stage build

Saturday 10/26

8:00 AM Load in of Sites C, D, & E begin, Buckeye lot is closed to public

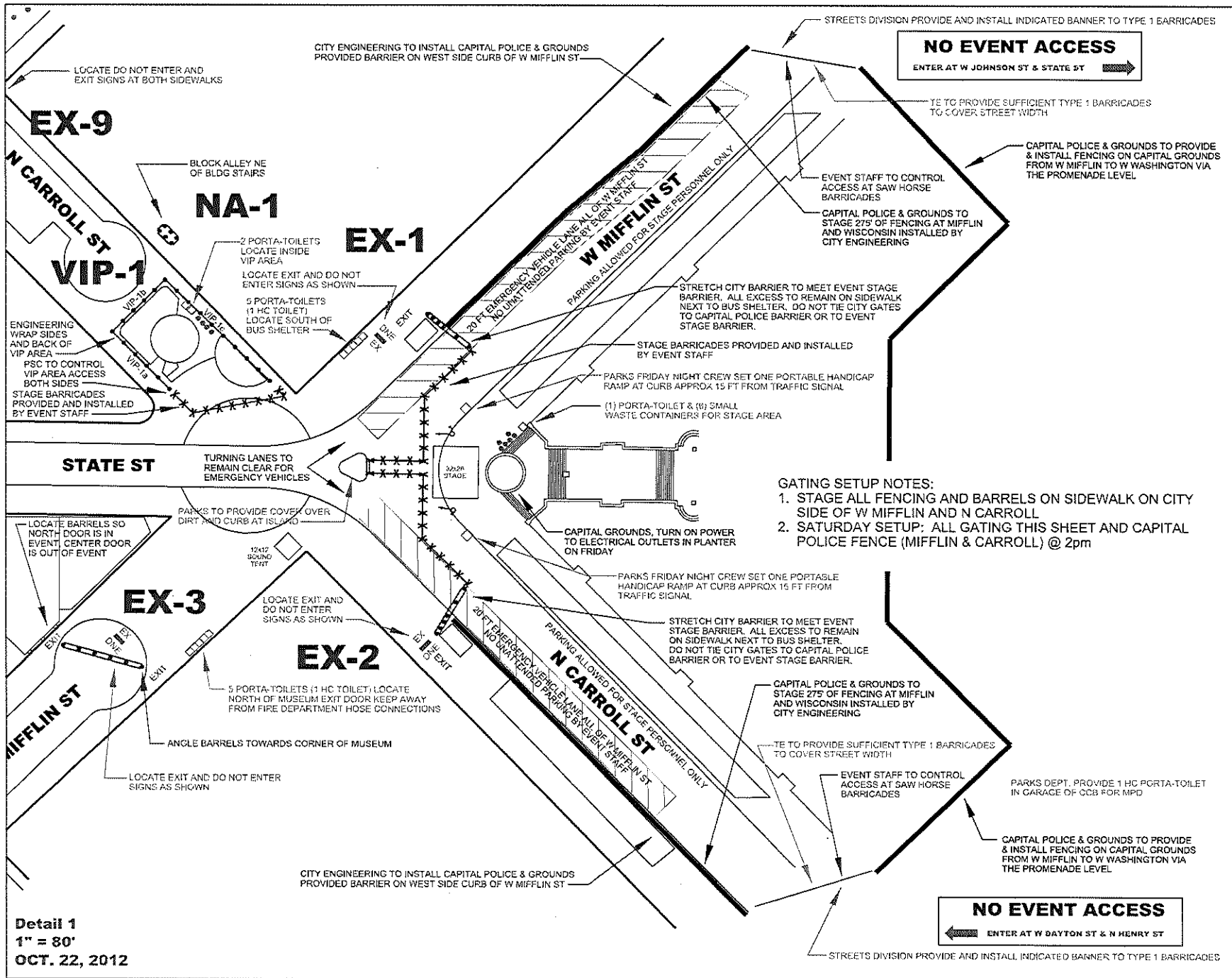
2:00 PM Load in of Site A resumes

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

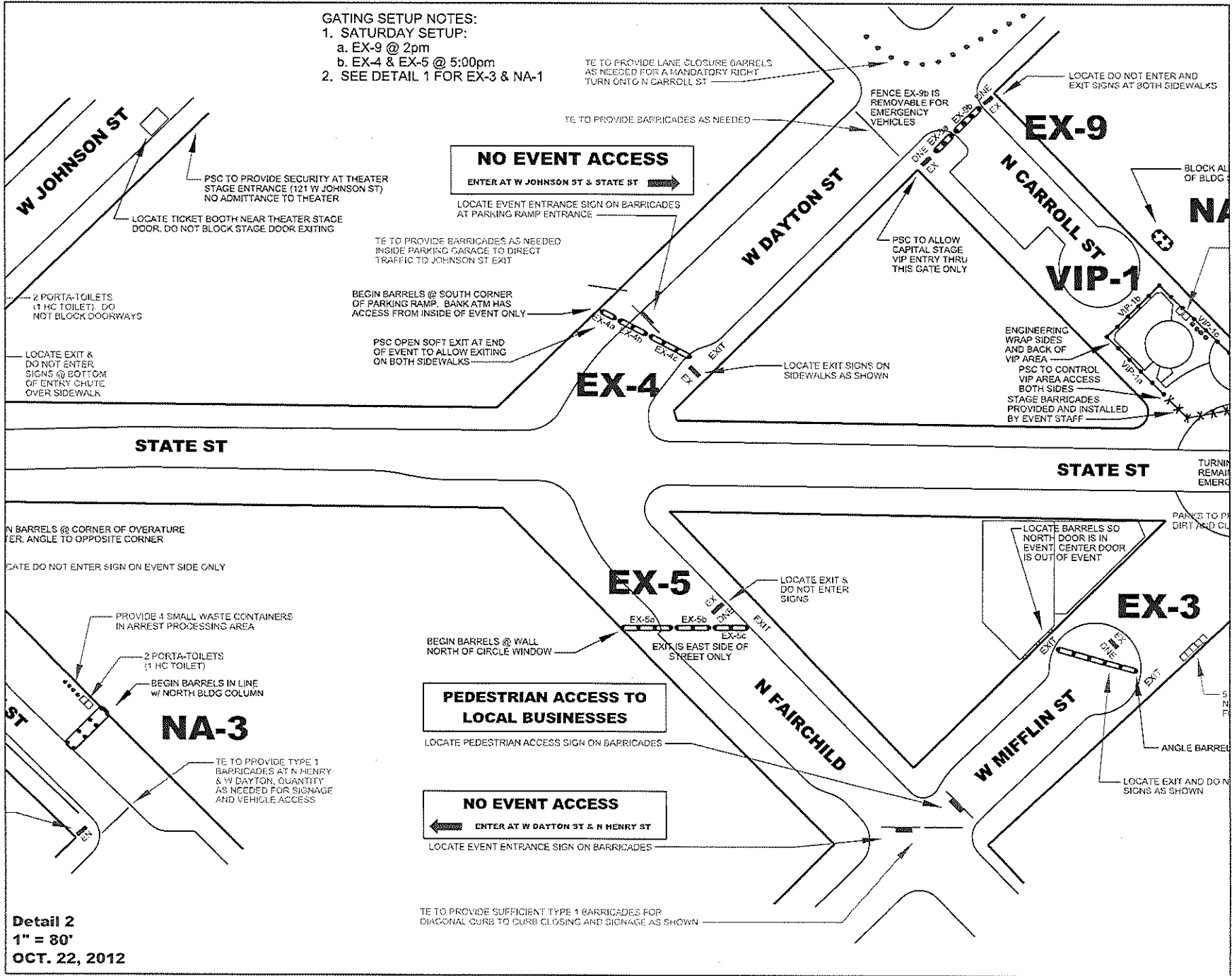
8:00 PM Stage programming begins.

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

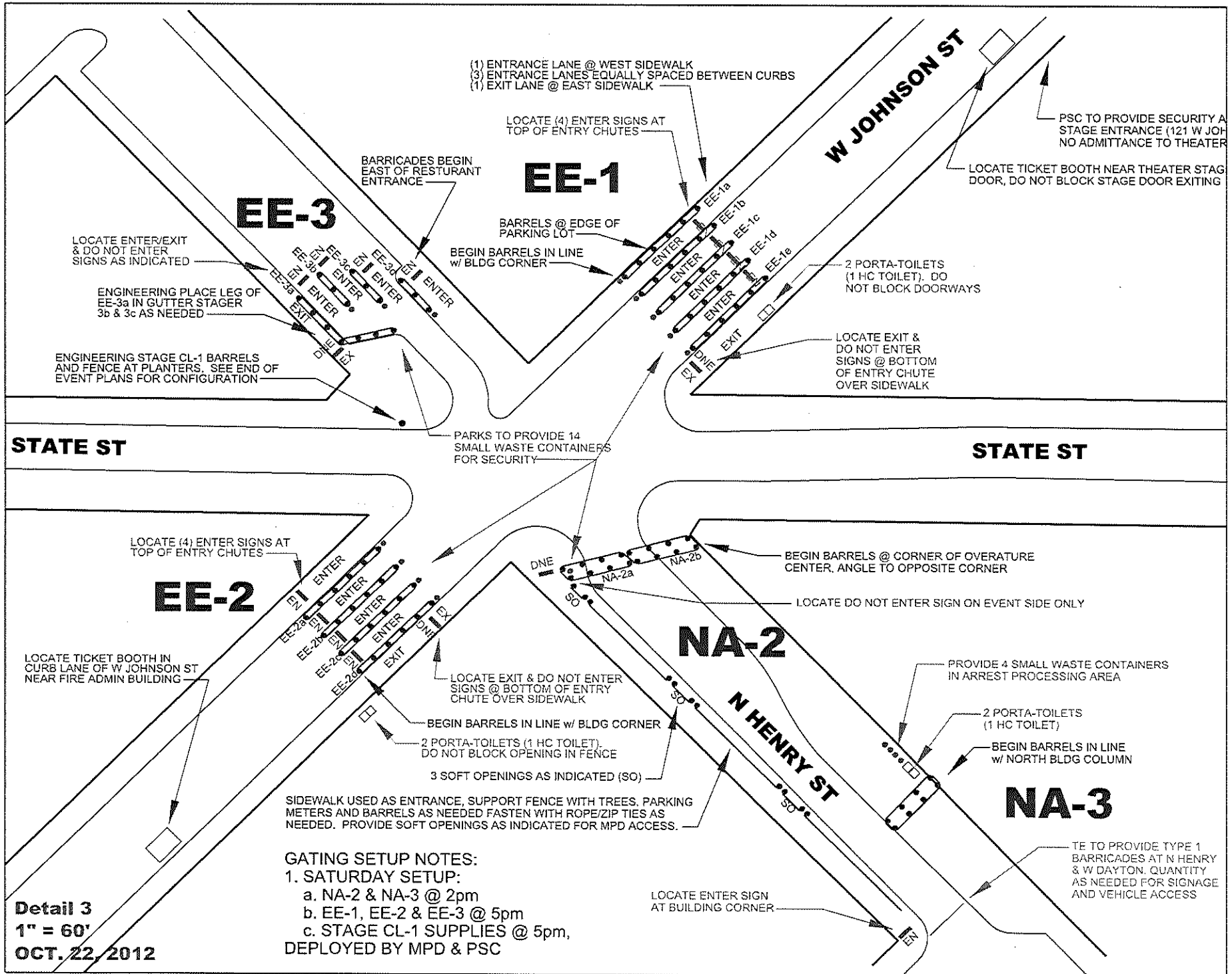
4:00 AM Permit locations clear of all gear.



- GATING SETUP NOTES:**
- SATURDAY SETUP:**
 - EX-9 @ 2pm
 - EX-4 & EX-5 @ 5:00pm
 - SEE DETAIL 1 FOR EX-3 & NA-1



Detail 2
1" = 80'
OCT. 22, 2012



2 PORTA-TOILETS & 4 SMALL
WASTE CONTAINERS. LOCATE
INSIDE VIP AREA

STATE ST

STATE ST

CL-2d BARRELS AND FENCE
FEET LIGHT POLE. SEE END
ENT PLAN DETAILS
KS TO PROVIDE SMALL WASTE
CONTAINER FOR SECURITY

LOCATE EXIT/DO NOT ENTER
SIGNS AT SIDEWALKS

EX-7

RESERVED FOR
SPONSOR VENDOR

LOCATE ENTER, EXIT,
AND DO NOT ENTER
SIGNS INSIDE GATE

BEGIN BARRELS IN LINE
w/ BLDG CORNER, USE
BOTH SIDEWALKS AS EXIT

LOCATE TICKET BO
CURB LANE OF W J
NEAR FIRE ADMIN E

BROOM ST

GATING SETUP NOTES:

1. ALL ENGINEERING PROVIDED TRAFFIC CONTROL MEASURES ON THIS SHEET TO BE SET UP AT 2:00PM ON SAT
2. SATURDAY SETUP EX-7 AT 5:00pm

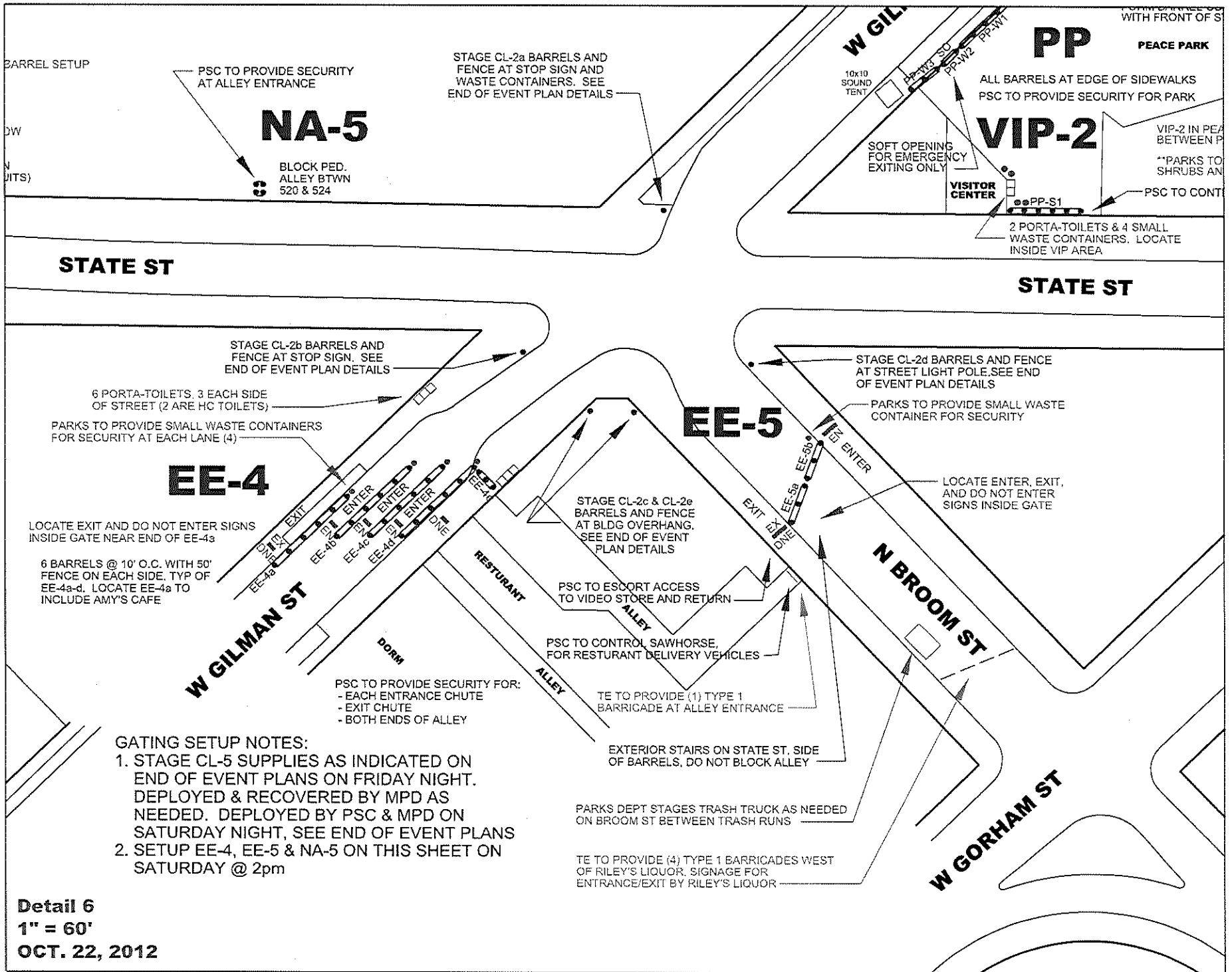
W GORHAM ST

ACCESS TO DRIVEWAY
REMAINS OPEN

W JOHNSON ST

ENGINEERING TO PROVIDE
"LEFT TURN AHEAD" SIGN
NORTHEAST CORNER OF
N. BROOM & W DAYTON

Detail 5
1" = 60'
OCT. 22, 2012

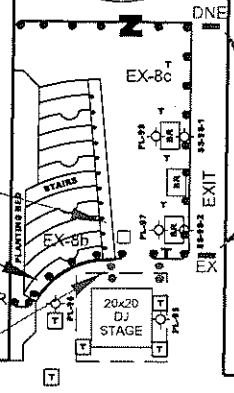


- GATING SETUP NOTES:**
1. SATURDAY SETUP EX-8 @ 2pm
 2. SATURDAY SETUP NA-8 AND NA-9 @ 5pm

EX-8c. FIELD ADJUST LOCATION AS NEEDED, SINGLE BARREL SINGLE SIDED FENCING, USE LIGHT POLES FOR ALIGNMENT, SUPPORT, AND SPACING

EX-8

- 1 PORTA-TOILET FOR USE BY DJ STAGE STAFF
- EX-8b. ALONG BOTTOM STEP LEAVE OPENING FOR PORTA-TOILET
- EX-8a IN PLANTER
- PARKS TO PROVIDE (4) SMALL WASTE CONTAINERS FOR STAGE AREA



- LOCATE DO NOT ENTER SIGN, FIELD ADJUST LOCATION WITH BARREL SETUP
- LOCATE EXIT SIGN, FIELD ADJUST LOCATION WITH BARREL SETUP
- ** THE ELECTRICIAN TO DISCONNECT LIGHTS ON POLES PL-95, PL-96, PL-97, & SS-98-2A
- ** MALL MAINT TO TURN ON CIRCUITS FOR HIGH AND LOW OUTLETS ON POLES PL-95, PL-96, & PL-97
- ** EVENT PLANNER TO USE HIGH AND LOW OUTLETS ON POLES PL-95, PL-96, & PL-97 ONLY (QTY 6, 20 AMP CIRCUITS)

PSC TO AT ALLE

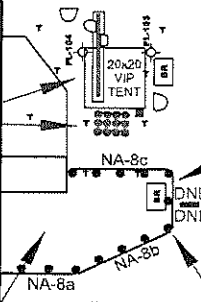
STATE ST

STATE ST

PARKS TO PROVIDE 1/2" PLYWOOD COVER OVER OPEN TOP OF BADGER FOUNTAIN. (12) SMALL WASTE CONTAINERS, EXTRA TRASH LINERS, AND (1) RECYCLING CONTAINER FOR VIP TENT AREA

NA-8

- SET CORNER AT STATE STREET BRATS TRASH ENCLOSURE, CONNECT TO NA-8b, ADJUST BARREL SPACING AS NEEDED
- PSC TO PROVIDE SUFFICIENT SECURITY INSIDE NA-8 AREA



- ** EVENT PLANNER TO USE HIGH AND LOW OUTLETS ON POLES PL-103 & PL-104 ONLY (QTY 4, 20 AMP CIRCUITS)
- ** MALL MAINT TO TURN ON CIRCUITS FOR HIGH AND LOW OUTLETS ON POLES PL-103 & PL-104

- MPD ACCESS LANE TO OPNS AREA, 8 FEET FROM FACE OF WALL
- MPD KEEP ACCESS LANE CLEAR FOR MPD OPNS

- LOCATE 2 DO NOT ENTER SIGNS ON SIDEWALK AS SHOWN
- SET CORNER BETWEEN UNIVERSITY INN AND SANDWICH SHOP DOORS, ADJUST BARREL SPACING AS NEEDED

- GATE
- PSC TO PROVIDE SECURITY AT GATE
- KEEP GATE AREA CLEAR FOR POLICE OPNS

6 PORTA-TOILETS, 3 EACH OF STREET (2 ARE HC TOILET)
PARKS TO PROVIDE SMALL WASTE FOR SECURITY AT EACH LANE (4)

EE-

LOCATE EXIT AND DO NOT ENTER SIGN INSIDE GATE NEAR END OF EE-4a

6 BARRELS @ 10' O.C. WITH 50' FENCE ON EACH SIDE, TYP OF EE-4a-d. LOCATE EE-4a TO INCLUDE AMY'S CAFE

NA-9

2-SINGLE ROWS OF BARRELS @ CORNER OF PARKING GARAGE

Detail 7
1" = 60'
OCT. 22, 2012

N FRANCES ST

AREA OF MPD OPERATIONS IN UNIVERSITY INN PARKING LOT

GATING SETUP
1. STAGE CL-5 S
END OF EVEN
DEPLOYED

W GIL

HAWTHORNE

NA-9

2-SINGLE ROWS OF BARRELS @
CORNER OF PARKING GARAGE

N FRANCES ST

AREA OF MPD OPERATIONS IN
UNIVERSITY INN PARKING LOT

2 PORTA-TOILETS
(1 HC TOILET)

PROVIDE 4 SMALL WASTE CONTAINERS
IN ARREST PROCESSING AREA

STREETS PLACE SIGNAGE NLT 5:30 PM SATURDAY

**PEDESTRIAN ACCESS TO
LOCAL BUSINESSES**

NO EVENT ACCESS
ENTER AT W GILMAN ST & STATE ST →

STREETS DIVISION PROVIDE AND INSTALL EVENT
ACCESS BANNER TO TYPE 1 BARRICADES

ENGINEERING TO VERIFY/SET ALL OF TE'S BARRICADES
AS NEEDED AT THE BEGINING OF SATURDAY SHIFT

MPD TO DEPLOY BARRICADES AND SIGNAGE AS NEEDED ON
FRIDAY, DEPLOY BARRICADES AT 0900 SATURDAY AND
SIGNAGE NLT 1830 SATURDAY

TE PROVIDE SUFFICIENT BARRICADES FOR SIGNAGE AND
CLOSING GILMAN & FRANCES TO VEHICLE TRAFFIC

W GILMAN ST

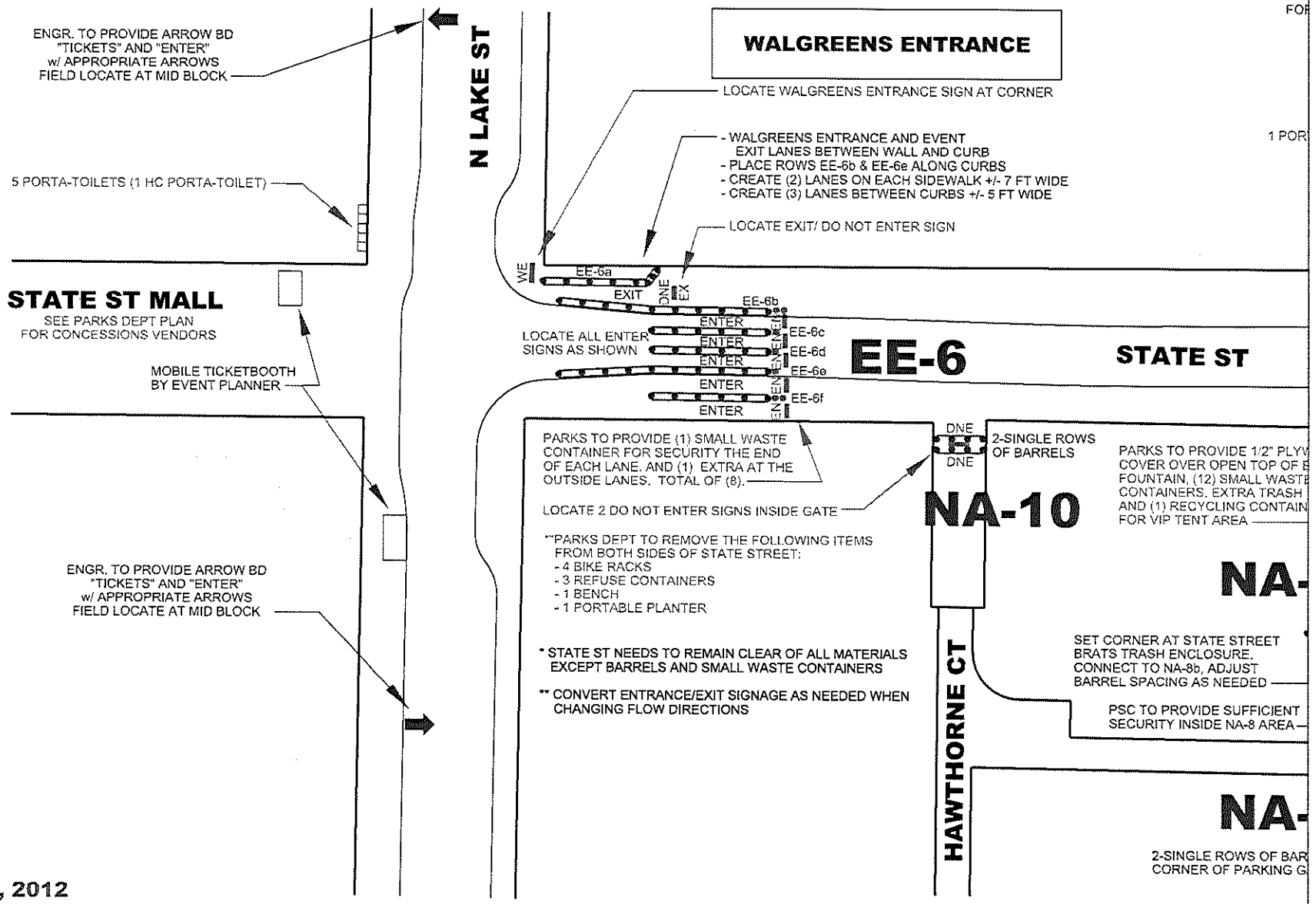
MOBILE TICKET BOOTH
BY EVENT PLANNER

STREETS DIVISION TO PROVIDE
(1) PEDESTRIAN ACCESS BANNER
TO MPD NLT NOON FRIDAY

Detail 8
1" = 60'
OCT. 22, 2012

GATING SETUP NOTES:

1. SATURDAY SETUP EE-6 & NA-10 @ 5pm
2. (2) EMB'S ON LAKE ST OPERATIONAL BY 6:45pm
3. EE-6 LANE CONFIGURATIONS:
 - a. (2) LANES EQUALLY SPACED BETWEEN BUILDINGS AND TOP OF CURB, BOTH SIDES OF STREET
 - b. (3) LANES EQUALLY SPACED IN STREET BETWEEN CURBS
 - c. FIELD ADJUST LANES AS NEEDED FOR WIDTH AND STREET SCAPE ITEMS



Detail 9
1" = 60'
OCT. 22, 2012

EX-
BAR
FOR

1 POR

PARKS TO PROVIDE 1/2" PLYV
COVER OVER OPEN TOP OF B
FOUNTAIN, (12) SMALL WASTE
CONTAINERS, EXTRA TRASH
AND (1) RECYCLING CONTAIN
FOR VIP TENT AREA

SET CORNER AT STATE STREET
BRATS TRASH ENCLOSURE.
CONNECT TO NA-8b. ADJUST
BARREL SPACING AS NEEDED

PSC TO PROVIDE SUFFICIENT
SECURITY INSIDE NA-8 AREA

2-SINGLE ROWS OF BAR
CORNER OF PARKING G

OUTDOOR SPECIAL EVENT EMERGENCY ACTION PLAN (EAP) TEMPLATE

I. GENERAL

The "Freakfest" will be held Saturday October 26, 2013 on State Street.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Freakfest" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

IV. BASIC PLAN

A. Emergency Action Plan (EAP) Event Representative

- 1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as Perry Blanchard.

B. Emergency Notification

- 1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

2. We will have on-site EMS (ENTER CONTACT NAME & CELL PHONE NUMBER HERE)
3. We will have on-site Police or Security (ENTER CONTACT NAME & CELL PHONE NUMBER HERE)

C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast web site at <http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>
2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such Perry Blanchard and will be responsible to monitor the weather conditions before and during the event.
3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee Perry Blanchard will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
4. There are very limited provisions for sheltering participants in the event of severe weather.
5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

D. Fire

1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
3. If cooking is intended, you must contact the fire department and -
 - a) Must have a valid fire extinguisher, 2A10BC
 - b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)

- c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
 - d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
 - 5 All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
 - 6 Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

E. Medical Emergencies

1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

F. Law Enforcement

1. The need for constant Law Enforcement presence at this event has been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

G. Emergency Vehicle Access

1. Access for Emergency Vehicles will be maintained at all times.
2. 20' Fire Lanes are required to be kept open at events.
3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
5. Crowd control will be managed by Perry Blanchard
6. Parking for vendor and staff vehicles will be Carol Street parking ramp and buckeye lot
7. Parking for attendee vehicles will be various street and parking ramp locations

V. Contact Information

Primary Contact	FIRST/LAST NAME	CELL PHONE
Secondary Contact	FIRST/LAST NAME	CELL PHONE
Emergency	Dane County 911 Center	911

Madison Fire Department

Non-Emergency

Fire Inspector	Jerry McMullen	(608) 266-4420
Division Chief	Ron Schwenn	(608) 266-4420

Madison Police Department

Non-Emergency

Field Lieutenant	David McCaw	(608) 261-9694
Executive Captain	Carl Gloede	(608) 261-9694

VI. Event Area Map (attached next page)