

REVELRY MUSIC AND ARTS FESTIVAL 2015 EMERGENCY ACTION PLAN

Last updated February 11, 2015

EVENT ORGANIZER

University of Wisconsin-Madison
Wisconsin Union (primary organizer)
800 Langdon Street
608-263-4009
www.madisonrevelry.com

PRIMARY CONTACT

Susan Dibbell, Assistant Director for Program and Leadership
800 Langdon Street
608-263-4009 (Cell during event: 608-219-0295)
Susan.dibbell@wisc.edu

EVENT DATES

Friday, May 1, 2015: Set up begins at 8:00pm, continues throughout the night
Saturday, May 2, 2015: Event is 12Noon-10:00pm. Event is primarily intended for UW Madison students. Limited number of tickets sold to the general public.
Sunday, May 3, 2015: Breakdown begins at 10:00 pm (5/2), continues until 2:00am (5/3)

Event Audience

Event is primarily intended for UW Madison students. Limited number of tickets sold to the general public.

EVENT LOCATION

Library Mall, State Street Mall, 700-800 Block of Langdon Street and Memorial Union Terrace.

INCIDENT COMMAND POST (STATE HISTORICAL SOCIETY Pending Approval)

During the event, the Incident command post will be located TBA.

The Command post will utilize adopted Unified Command, National Incident Management Systems, and Incident Command Systems structures and protocols. The Command Post will be staffed by representatives of Revelry Event Management Staff, Memorial Union Facilities Management, UW-Madison Police Department, CSC Security, Volunteers, City of Madison Police Department (if desired), and City of Madison Fire Department (if desired). All radio traffic and pre-placed IP cameras around the event site will be monitored in the Command Post. In the event of an emergency, the Incident Commander is responsible for coordinating all personnel and decisions in the Command Post

EVENT OVERVIEW

The 3rd annual Revelry Music and Arts Festival will take place on May 2, 2015. We envision a large, open-air music festival where UW-Madison students can come together in Badger camaraderie and celebrate the end of another school year with music and art. We strive to create an event that is vibrant and of a professional quality, while being culturally inclusive and safe, and featuring nationally recognized artists. Music will be featured on two stages, one on Langdon Street facing Library Mall and the other on the Memorial Union Terrace Stage. The Library Mall stage will require a ticket. An interactive art installation will be featured on Library Mall. Sponsor tents will line the State Street Mall area past Memorial Library.

ABOUT THE EVENT ORGANIZER

The Wisconsin Union, often referred to as "the heart and soul" of the University, has enhanced the lives of members and visitors since it was founded in 1907.

The Union is based on the principle that the University of Wisconsin-Madison experience should involve learning outside of the classroom.

UW students, faculty, staff, Union members and guests eat, meet, learn and relax in the two Union locations daily—Memorial Union on the shore of beautiful Lake Mendota, and Union South in the heart of

campus near Camp Randall Stadium.

The Wisconsin Union blends study and leisure, providing recreational, cultural, educational and social opportunities.

Wisconsin Union events, programs and services continue to showcase this ideal today.

DISTRIBUTION OF OCCUPANCY LOAD AND EVACUATION INFORMATION

- There will be activities and events on the Memorial Union Terrace, on Library Mall, and Langdon St.
- The festival sites, schedule, and entertainment are designed to distribute the occupancy load over a large area and time.
- Terrace stage set breaks and the Main stage set breaks will be staggered.
- No permanent fencing will be used for crowd control purposes.
- Blow-through style barricade will be used in front of the stages for crowd control purposes.



- Snow fence will be used to create festival boundaries on Langdon St. and the perimeter of Library Mall



- If it is determined by festival organizers that the maximum occupancy load on Library Mall

has been reached, access will be restricted at all entrances to the ticketed festival grounds.

- A trough will be created to restrict crowd flow between Downstage and Front of House sound mixing position.
- We will allow for an 8 foot pedestrian path on the north sidewalk of Langdon Street (700-800 blocks). Orange traffic barrels will be placed on the streets only and not on sidewalks.
- The intersections of Park and Langdon St, and Lake and Langdon St, will be staffed and barricades will be placed to prevent car traffic from entering the venue. Signs will also be posted alerting traffic that the street is closed.
- Throughout the festival grounds, egress aisles will be maintained.
- Emergency Exits will be clearly marked.

CROWD MANAGEMENT

In the event of an overly congested crowd in front of the stage, the following steps will be taken to ensure the safety of patrons, staff and artists:

1. CSC Security will attempt to solve the problem by alerting people that they must move backwards
2. If the problem has not yet been resolved, CSC will use a combing technique in which guards will enter the crowd in rows to disperse the audience members
3. If the problem has not yet been resolved, an announcement will be made from the stage
4. If the problem is still not resolved, the artist will take a short break
5. If the problem has not been resolved after this point, the show will stop and an emergency evacuation of the impacted space will take place via the marked egress routes

RULES FOR TICKETED FESTIVAL GROUNDS

- No bags larger than 8.5 x 11
- No weapons
- No drugs
- No alcohol
- No glass
- All bags will be checked upon entry
- No inflatables

ENTRANCES AND EXITS

Entrances:

There will be 4 main entrances for this event. The entrances will be created using Snow fencing and traffic barrels:



1. Library Mall Entrance (Southeast Section of Festival Ground): Located South of Memorial Library. Will not become a ticketed entrance until 3pm to allow for regular traffic flow earlier in the day.
2. Bascom Entrance: Located at the West entrance of Library Mall. Will not become a ticketed entrance until 3pm to allow for regular traffic flow earlier in the day.
3. East Campus Mall Entrance: Located at the intersection of East Campus Mall and Library Mall. Will not eliminate access to/from one another entirely.
4. Memorial Entrance: Located directly to the right of the fountain that sits in the middle of our festival area. This allows for an entrance point directly into the concert venue.

**All Entrances/Exits are designated entry/exit points.

Exits:

1. Library Mall Exit: (Southeast Section of Festival Ground): Located South of Memorial Library.
2. Bascom Exit: Located at the West entrance of Library Mall.
3. East Campus Mall Exit: Located at the intersection of East Campus Mall and Library Mall. Will not eliminate access to/from one another entirely.
4. Memorial Exit: Located directly to the right of the fountain that sits in the middle of our festival area. This allows for an exit point directly from the concert venue.
5. Stage Exit: These two locations (on either side of the stage) provide for an exit in the case that someone at the front of the stage needs to leave the venue. This will also allow all patrons to easily exit in an emergency situation.

**All Entrances/Exits are designated entry/exit points.

Additional information:

- An audible announcement of all exit locations will be announced prior to the beginning of the show.
- Re-entry will be allowed with wristband only.
- All entrances and exits will be lighted using rented light towers.
- All entrances and exits will be clearly marked and highly visible and will include signage



CREDENTIALS

- Laminated passes will be issued to all working staff, artists and volunteers.
- Volunteers will be issued a shirt to distinguish them from patrons.

VOLUNTEERS

Will be responsible for the following:

- Patron wayfinding
- Help with providing setup and teardown of art displays
- Provide information at entrances
- Help with pedestrian traffic flow
- Staff headquarters.
- Clean up

ANTICIPATED ATTENDANCE

- Maximum 10,000 ticket holders will attend the event. 8,500 tickets are on sale to UW Madison Students. 1,500 tickets are on sale to general public. All attendees must be over 18.
- 1 ambulance with 2 responders
- 3 teams of two on-site First Responders
- 60 UW-Madison Police will provide police staffing with personnel at levels consistent with expected and real attendance to ensure safety and security.
- CSC will provide security staffing with personnel at levels consistent with expected and real attendance
- 20 Sponsors in Vendor booths in State Street Mall, 10 tables with two representatives per table
- 15-20 performing arts acts on two stages.

PURPOSE OF THE EMERGENCY ACTION PLAN

- This emergency action plan predetermines actions to take before and during the “Revelry Music and Arts Festival” (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.
- 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.

- 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.

This action plan reflects the following priorities:

- Life safety and minimizing harm
- Incident stabilization
- Property preservation

ORIGINS OF THE EMERGENCY ACTION PLAN

This emergency action plan was prepared in February 2015 by Ben Arden, Courtney Byelich and Susan Dibbell. Per the suggestion of the City of Madison Fire Department, this plan incorporates elements of FEMA's *Incident Command System*.

COMPLETE EVENT SCHEDULE

Thursday, 4/30/15

9:00AM Signage will be placed in Lot 1 and at the intersection of Lake St. and Langdon Street, and Langdon Street and Park Street to alert patrons about parking and street closures. Three Campus bus routes will also be notified of weekend re-routing. Signage will be placed on bike racks notifying them of event.

Friday, 5/01/15

8:00PM UW Police restrict Access to Langdon St.

8:30PM Stage Setup Begins

8:00PM- 2:00AM Sunday 05/03/15 Site secured by CSC Security

Saturday, 5/02/15

7:00AM Work Resumes

8:00AM Set up begins in Library Mall

9:30AM Security and Staff Meeting

10:00AM- 11:00AM Sound Check

12:00PM Music begins on Terrace Stage/Festival area opens (unticketed)

3:00PM Festival area becomes ticketed & music begins on Main Stage

3:00PM- 10:00PM Event continues

10:00PM- 10:30PM Venue cleared of concert goers

10:00PM Event Strike begins

Sunday, 5/3/15

3:00AM Street Reopens

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:

Susan Dibbell

Assistant Director for Program and Leadership, Wisconsin Union Office:

608-263-4009

Event cell: 608-219-0295

Note: Susan roams the entire festival grounds during the event, and will be available by two-way radio.

In the event of an emergency, the following secondary contacts will radio/call Susan (or vice versa). When requested, these contacts may meet Susan at the Incident Command Post (Memorial Union, In Wisconsin) to discuss/implement the emergency plan.

SECONDARY CONTACT:

Courtney Byelich

Music Advisor, Wisconsin Union Office:

608-262-7593

Personal cell: 608-469-7598

Note: Courtney roams the entire festival grounds during the event. She will be available via two-way radio.

SECONDARY CONTACT:

Ben Arden

Revelry Student Director, Wisconsin Union

Personal cell: 973-900-0172

Note: Ben's area of responsibility is the mainstage section of the festival. He will be available via two-way radio.

SECONDARY CONTACT:

Paul Broadhead

Assistant Director for Facilities, Wisconsin Union,

Office:608-263-4588

Cell: 608-287-8745

Note: Revelry Representative at Command Central, will also be available by two-way radio.

SECONDARY CONTACT:

Jen Snyder

Wisconsin Union, Office: Cell: 608-219-4645

Note: Weather Monitor, will also be available by two-way radio.

INSURANCE

UW Madison is self –insured under the state of Wisconsin.

CHAIN OF COMMAND

In the event of a *minor* incident, Susan Dibbell, Assistant Director of Program and Leadership, Wisconsin Union, 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, Wisconsin Union staff members will look to the UWPD to identify/name an Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks to everyone

PRE-DESIGNATED INCIDENT COMMANDER (UWPD):

Mark Silbernagel, UWPD

Office: 608-262-2957

Cell: 608-516-0563

Madison Fire Department
Cell during event: _____
Secondary cell during event: _____
Pre-fair contact: Division Chief Ron Schwenn
Office: (608) 266-4203

LAW ENFORCEMENT / SECURITY

Police Officers

UWPD will provide Officers to be present during all hours of the event.
MPD will provide Officers to be present during all hours of the event.
UW Madison Police will provide police staffing with personnel at levels consistent with expected and real attendance to ensure safety and security throughout the event.

Security

The University has contracted with CSC to provide protection services. CSC will be posted at all entrances, exits as well as at the stage and along the perimeter of the event. Additionally, they will be at the entrances to area buildings to direct the crowd to the festival grounds. They will conduct bag checks at the entrances as well and will provide security for various construction projects.

The schedule for security guards follows:

8:00pm, Friday, May 1st – Adequate numbers of personnel to secure Langdon Street, at closure time.

10:00am, Saturday, May 2nd - Adequate numbers to secure event grounds, backstage areas, and Memorial Union Terrace.

The site will remain secured by CSC until 2:00am, May 3rd, 2015.

INFORMATION COMMUNICATION PLAN

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

During the event, all staff members from the Wisconsin Union (organizers), who will be spread out over the whole fair grounds, will be **carrying two-way radios** (hand-held communicators), including Susan Dibbell, Courtney Byelich, Ben Arden, Paul Broadhead and Jen Snyder.

UW Police will utilize their own radios as will CSC staff. They will communicate with one another via the command center. All personnel at the event will utilize the Unified Command principles so coordinated responses are ensured.

In the event of an emergency, the Incident Commander coordinates the decision making and actions to be taken in the command posts. These instructions and decisions be disseminated to all event personnel equipped with radios. The Incident Commander in conjunction with personnel in the Command Post will determine the need for additional personnel and resources to be summoned.

SEVERE WEATHER

Jen Snyder at the Wisconsin Union, is in charge of monitoring weather conditions. Weather forecasts and current conditions will be monitored through the National Weather Service.

<http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>

Pre-Event:

If severe weather is predicted prior to the event, Jen Snyder will contact Susan Dibbell and evaluate the conditions and determine if the event will remain scheduled. These considerations and decisions will also be coordinated through the Command Post.

During Event:

If *questionable* weather begins to occur during the event, Jen Snyder will contact Susan Dibbell and the Command Post, to evaluate the conditions and determine if the event will remain open.

If *severe* weather begins to occur during the event, Jen Snyder will radio and call the Command Post who will ensure that staff members around the event grounds are informed. Stage managers at each stage will warn artists of a weather emergency. All Revelry Music and Arts Festival staff members will notify those attending the event that:

- 1) A hazardous weather condition exists.
- 2) Everyone should seek shelter either in Memorial Union, Red Gym, State Historical Society, Helen C. White, or Memorial Library.
- 3) Nearby parking ramps or open businesses (away from windows) are also options.

Sound amplification and PA systems will be used to communicate this message

UWPD personnel will also have bullhorns on site to assist with communicating this message.

The Revelry Music and Arts Festival will remain open unless weather is dangerous.

Lightning:

Jen Snyder 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. He will also listen for thunder. If Jen determines that lightning-related danger is present, he will radio and/or call the Command Post who will ensure staff members around the festival grounds are notified to instruct everyone to spread word about getting to a safe place (inside substantial buildings). Staff will also be instructed to stay inside. Festival activities will not resume until Jen has determined that the lightning has passed (i.e., we will resume 30 minutes after the last thunder was heard). The Incident Commander will ultimately determine if it is safe to resume the event. Jen will radio and/or call staff members to communicate that the festival is resuming.

FIRE / FIRE SAFETY

No specific hazard has been identified as an increased risk of fire at this event.

- Portable Fire extinguishers will be kept at the stage
- Vendor booths will not include cooking.

Fire Hydrants around the venue:



FIRST-AID MEDICAL EMERGENCIES

- Response time from nearest hospital is three (3) minutes.
- Nearest Hospital is Meriter Hospital on Park Street

- 20 foot lane will be maintained on Langdon Street behind the stage for emergency vehicle access.
- 1 ambulance and 2 teams of First Responders will be assigned to the event.
- First responders have EMT basic training, but will only operate as first responders.
- Emergency Vehicle access to the site will be via Park St, Lake St., and Langdon Street.

For Severe Injuries:

1. If a person is seriously injured or becomes violently ill and requires medical attention, Revelry Staff will radio the Command Post and a First Responder team along with UWPD police officers will be sent. The First responders 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.
2. First responder team 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. First Responders and/or UWPD officers will summon MFR paramedics. They will wait for the paramedics and make the injured person as comfortable as possible.
3. Staff and UWPD officers will obtain the name of the injured person, and inform the person that help is coming. They will notify Susan Dibbell (and Command Central) of the situation and location of the injured person and which entrance the paramedics/EMS crew plans to use.
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. Susan Dibbell will complete an accident/incident report and will fax it to UW Risk Management.

For Mild Injuries or Heat Exhaustion:

For people with heat exhaustion, or other mild first aid situations, **radio the Command Post and a first responder team and UWPD officers will respond.** The first responders will come to the location of the injured person. If the person is nearby the **First Responder station** in Lot 1, the staff person will escort the person to the EMS Station.

First Aid Kits

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

1. Essentials Desk (Memorial Union)
2. First Responder station

ALCOHOL CONTAINMENT

- Only Beer will be served at Memorial Union. No spirits.
- Beer will be served by Wisconsin Union Staff
- Alcohol will only be allowed in the Union and on the Terrace
- All beverages will be decanted.
- Alcohol is not permitted on Langdon St., Library Mall, State Street Mall, or in Lot 1.

LOST ADULTS

Designated "lost adult" area: Event Headquarters located at the Essentials Desk (1st floor) in Memorial Union. Note: nobody under 18 will be allowed at this event.

In the event that an individual becomes lost or separated from friends, all staff will be advised escort the missing person to the Essential's Desk. All staff will be notified via radio, The Command Post will also be notified. 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 police can be alerted.
2. If you find a lost adult, please do the following:
 - Direct the individual to Essentials. Use your discretion; an adult may need an escort.
 - Call Headquarters if you are very busy.
 - A police officer may be available to meet you and escort the individual.
3. If some is looking for a reported lost adult, check the Essentials Desk in Memorial Union first.
4. Once a lost person is reunited with their friends communicate the good news via radio so that we may call off the search.

EVENT STOP PROCEDURE

- The following individuals will be identified prior to the show and will be Responsible for making any show stop decisions.

- Any of the people listed below will have the capacity to call for a show stop Or evacuation at any time
- Event Managers will be identified and in radio contact on the day of show

Event Stop Managers

MPD & Representative: Lt. Jennifer Krueger Favour

MFD & Representative: TBD

UWPD: Lt. Mark Silbernagel or designee in the Command Post

CSC: Ross Anderson

Revelry Site Manager: Susan Dibbell

Revelry Site Manager: Courtney Byelich

Frank Productions: Jason Mayer and Charlie Goldstone

ACCESSIBILITY (STATE HISTORICAL SOCIETY Pending Approval)

General Event Access for Persons with Disability

Revelry staff ensure that vendors' booths do not block access ramps, sidewalks or streets. We will encourage people with disabilities to contact event organizers to arrange special viewing areas, and escorted entrance and exits.

Restroom Access

Revelry staff will have knowledge of the following (also available at Information Booth and Essentials Desk):

1. Memorial Union
2. Port-a-potties in Lot 1
3. Port-a-potties lining East side of concert venue
4. ADA port-a-potties on Historical Society porch

APPENDICES

Appendix I Event Map

