

# STREET USE PERMIT APPLICATION

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

## EVENT INFORMATION

Name of Event Live on King Street Concert Series

Event Organizer/Sponsor Majestic Live

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

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address 115 King St.

City/State/Zip Madison, WI 53703

Primary Contact Matt Gerding FAX 608-255-0992

Work Phone 608-255-0901 Phone During Event 608-469-0748

E-mail matt@majesticmadison.com

Website majesticmadison.com

Secondary Contact Scott Lertbe

Work Phone 608-255-0901 Phone During Event 312-505-5545

E-mail scott@majesticmadison.com

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: \_\_\_\_\_

Estimated Attendance 2500 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 2pm to 10pm  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: 100 Block of King Street

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 7/20/12-7/21/12 <sup>①</sup> 7/20/12-7/21/12 <sup>②</sup> 7/27/12-7/29/12 <sup>③</sup> 8/17/12-8/19/12  
Event Start Date(s)/Time(s) 7/20 at 5pm <sup>④</sup> 8/24/12-8/25/12  
Event End Date(s)/Time(s) 7/20 at 10pm  
Rain Date(s) n/a  
Set-Up Date(s)/Time for Event 7/20 at 6am  
Take-Down Time 7/21 @ 2am

Take-Down Time: start to streets reopened

## APPLICATION SIGNATURE

\_\_\_\_\_  
I/We waive the 21-day decision requirement.

MB (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, statutes and laws.

Signature Matt Gerding Date 1/18/12

**LIVE ON KING STREET SUMMER SERIES**  
**Majestic Live Event Outline**

**Event Zone Area:**

- The 100 Block of King Street (between Pickney/Main and S. Webster/E. Doty)

Event Zone Area to be closed to traffic from 6AM the day of events until 2AM the following morning.

**Entertainment Overview:**

There will now be one 28x24 stage, located on the 100 block of King Street, on the E. Doty/Webster side of the street.

The live entertainment schedule will be:

Gates Open:	5PM
DJ:	5:00PM - 7:00 PM
Opening Band:	7:00 - 8:00
Headlining Band:	8:30 - 10:00

Stage to be torn down immediately following music. Street to be open by 6AM the following day.

**Alcohol Overview:**

Tenant Resource Center, or another Non-Profit organization to be determined, with the Majestic will operate and serve beer at two different locations. One location will feature a beer caddy with tap beer on the northwest side of King Street. The second beer station will be located directly in front of the Majestic and feature canned beer.

The Majestic will operate two (2) wristband stations, located next to the serving stations, where those over the age of 21 can get a wristband. The Majestic's trained security staff will handle all ID checking and wristbanding. Attendees would need to have a wristband in order to purchase and consume beer in the event zone area.

MPD will not be involved with those drinking the wrong type of beer, nor does RTM security have the authority to remove people from the area or take beverages away from people of legal drinking age. Additionally, RTM will not have the responsibility of checking for underage drinkers, as this is a police function.

As per the recommendation of the MPD from Peter Bjorn & John on King Street in August on 2011, we will have additional gates and staff brought in for the sides of the stage to close this off as entry and exit point.

We will also have non alcoholic beverages available for purchase such as bottled water and energy drinks.

Concessions will be open from 5PM - 10:00PM.

### **Security Overview:**

The Majestic will contract with R.T.M. security for the event, who will provide six (6) security personnel at the following locations:

One (1) Supervisor at the stage from 12PM until 12:00AM.

One (1) at the stage located on the Doty side of King Street from 4:30 - 10:30PM.

Two (2) at the entry point on Doty Street.

Two (2) at the entry point on Pinckney St.

The supervisor will be responsible for monitoring the RTM security staff and would also have a radio line connected with the MPD to alert them of any situations or emergencies.

Security will be attired in visible/indentifiable shirts/jackets or uniforms that clearly identify them as event security.

RTM will not be enforcing open container laws. They can only encourage cooperation with event guidelines.

All members of the security staff and volunteers will have a full briefing regarding rules and expectations at 4:30PM the day of the event. We would like for MPD to participate in this discussion.

### **Clean-Up and Port-a-Johns**

There will be a total of 10 port-a-johns, arriving at 3PM to be placed on the Majestic side of King Street (see map).

Blackhawk Church will be providing 10 volunteers at all times, who will be working in shifts to maintain as much cleanliness as possible throughout the event zone area. They will be responsible for picking up all trash throughout the event zone, and emptying and replacing city trash and recycling bins, which will be located along King Street.

We are requesting 10 trash bins which will be placed throughout the event zone area.

All volunteers will be required to clean-up the event zone area starting at 10pm that evening. Stage lighting will be used to illuminate the event zone area. Trash will be picked up by the time streets open again for vehicle traffic.

## **Recycling Plan**

We would like to request the following items from the City of Madison in an effort to have a more expansive recycling plan:

- 5 recycling bins, which will be placed along King Street.

All trash and recycling will be taken to the dumpsters in they alley behind the Great Dane (which we regularly use for Majestic. Overflow trash can be placed in the dumpsters behind the Argus.

## **Signage & Awareness**

At entry, signage will read:

NO GLASS PERMITTED  
UNDERAGE CONSUMPTION OF ALCOHOL PROHIBITED  
NO CARRY-INS ALLOWED

At exit, signage will read:

NO ALCOHOL BEYOND THIS POINT

Security personnel from RTM will also be responsible for communicating rules for entry and exit of the event zone area. They will be attired in a way that will make them identifiable to attendees.

## **Insurance**

General Liability coverage in the amount of \$1,000,000 to be provided by Majestic Live.

Liquor Liability coverage in the amount of \$1,000,000 to be provided by Tenant Resource Center.

## **Parking**

Cars will need to be cleared from the event zone area by 6am the following morning.