



Street Use Permit # SUP2014009

Street Use Meeting: 1/22/2014
 Issued: 7/9/2014
 Amended: 8/20/2014
 Pursuant to section 10.056 of the Madison General Ordinances

Issued to:
Sponsor Organization: Majestic Live
Address: 119 E. Main St. 3rd Floor
 Madison, WI 53703
Contact Name: Matt Gerding Phone During Event: (608) 469-0748
Scott Leslie (312) 505-5545
Email: matt@majesticmadison.com / scott@majesticmadison.com
Name of Event: Live on King Street
Location: 100 Block of King Street
Event Date(s): Friday, July 18 and 25, August 8 and 22, and September 19, 2014
 Permit amendments apply to the August 22 and September 19 event dates.

	Date	Time/Hours
Set-up:	Please See Above Dates	8:00am
Meters Bagged:	Please See Above Dates	As Directed
Street CLOSURE:	Please See Above Dates	8:00am
Event Start:	Please See Above Dates	6:00pm
Event End:	Please See Above Dates	11:00pm
Take-down:	Please See Above Dates	11:00pm-1:00am
Street(s) OPEN:	Please See Above Dates	1:00am

Approved with the following conditions:

X	The Addendum (including revised maps) amends the original approved street use permit for the August 22 and September 19 concerts and anything in the Addendum & revised maps that is inconsistent with the original permit is superseded.
X	Capacity for the remaining concerts is 3,645 persons with additional safety conditions as per Addendum.
X	Portable toilets are to be placed on the opposite side of King Street (not as shown on the attached maps), in front of businesses that are closed during the concert.
X	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.
X	Certificate of insurance listing the City of Madison as additional insured is required - on file.
X	Special duty officers required for event. Call 608-266-4022 to arrange.
X	Notify area Alder, businesses and residents on 100 King Street. Provide copy of notice.
X	Barricade placement as per plan on file with Traffic Engineering (TE).
X	Call the Sayle Street Garage, 608-266-4767, 1120 Sayle St, to make arrangements to pickup and return barricades required for event.
X	Call 608-267-8756 to arrange for meter bags. Remove meter bags when event has ended.
X	3 Metro routes detoured by event. Fee/route detoured applies (for each concert).
X	Staffing/signage at event perimeter: NO ALCOHOL BEYOND THIS POINT.
X	Provide access to public through event to open businesses and residences per Addendum and revised maps.
X	20' emergency access lane must be maintained throughout event area.
X	8' pedestrian pathway must be maintained on sidewalks throughout event area.
X	City vendor licenses are invalidated for this event.
X	Noise must be kept to a reasonable level at all times
X	No permanent marking, including spray chalk, of streets sidewalks, paths or city landscaping is allowed.
X	Event organizer/sponsor is responsible for clean up of event area. Charges will be assessed for any City staff time or resources required for clean up.

Permit verification may be required at any time during an event.

LIVE ON KING STREET 2014 SUMMER CONCERT SERIES

Majestic Live Event Outline

Dates: July ~~21~~¹⁸, 25; August 8, 22; September 19

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:	6pm
DJ	5 – 6PM
Band 1:	6:30 – 7:30PM
Band 2:	7:45 – 8:45PM
Band 3:	9:15 – 11PM

Stage to be torn down immediately following music. Street to be open by 1AM that evening.

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 one (1) 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 - 11:00PM.

LIVE ON KING STREET

Security Action Plan Addendum as requested by MFD

Capacity 3,645 persons (see attached calculations)

Exit width available 89.5 feet (see attached map and calculations)

Live on King St attendees will enter the event zone via the east end of the 100 block of King St. Attendees will walk through two shoots assembled out of bike rack that will be moveable in case of emergency to allow easy entry/exit to/from the event zone. While walking through the entry shoots attendees will be counted in by digital tally devises where they will also be visually inspected for obvious restricted carry-in materials (alcohol, weapons, dangerous objects, etc). Signage will be placed at the entrance informing attendees of restrictions. If or when capacity is reached all members of security will be notified and the entry shoots will be closed by security. As attendees exit a "one-in one-out" policy will take effect.

Exits exist at the entrance, flanking the stage at west end of the 100 block of King St, and on to S Webster St via the parking lot enclosed by King and S Webster Streets. Attendees will be counted out by digital tally devises and numbers will be reported to the entrance in order to allow more attendees into the event zone if/when capacity is reached.

All businesses on the north side of King street will be accessible via a eight foot path starting at the northwest end of the 100 block of King St. The path will be constructed out of segments of bike rack designed for this purpose. There will be no less than two security members patrolling this path instructing business patrons that they can use the path to enter and exit the businesses, but are not allowed to congregate within the eight foot path.

Businesses located on the south side of King St are either closed or have alternative ingress/egress onto surrounding streets. The only business on the south side of the 100 block of King St open during the amplified event is Madison's and they will have an unblocked exit onto King St with flow directed east towards the outer loop.

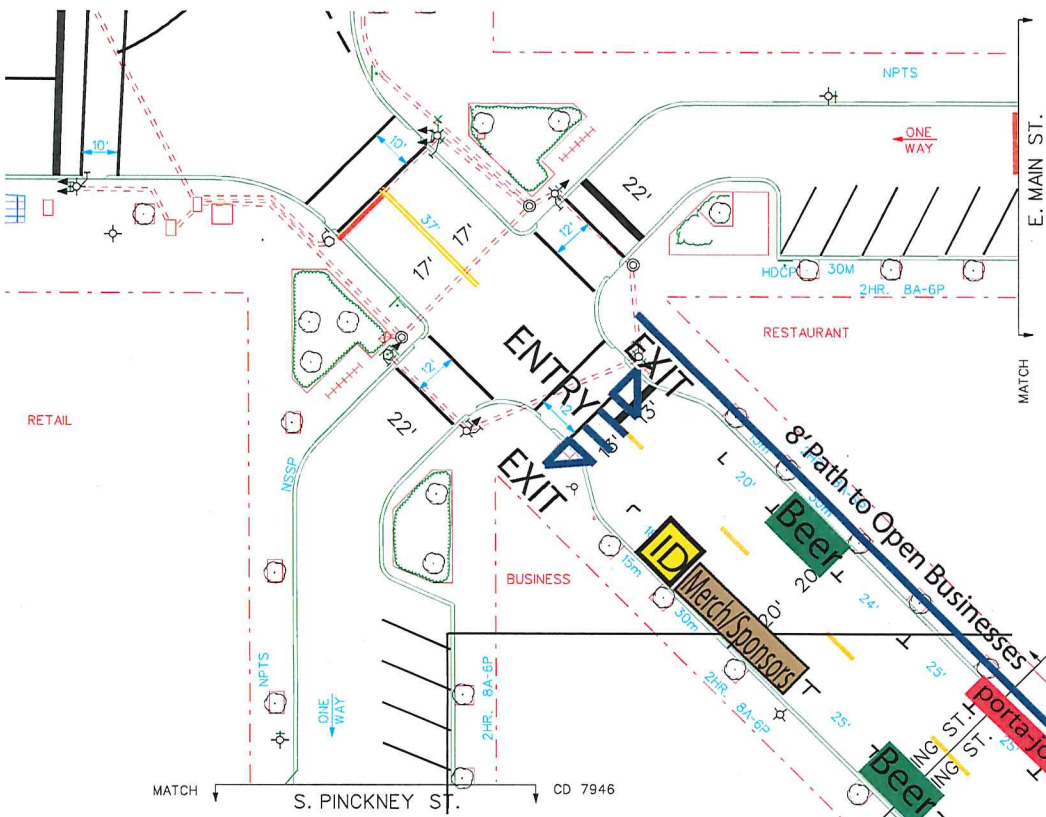
Three dedicated exits are located near the area expected to be the most densely populated on the west end of King St near the stage area. The crowd will be allowed to spill over into the parking lot on the northeast end of the 100 block of King St. Stage barricade security will be able to

pull any at risk attendees from the crowd and escort them to exits or to medical personal as needed.

The 100 block of King St will be closed from 8am on the event day and will reopen to street traffic by 1am the night of event. In the event of crowds congregating outside the event at the intersection of King St, E Main and S Pickney through road traffic will be restricted at the intersection of E Main and S Webster St. Event security will direct E Main St and Tenny parking lot traffic towards the outer loop at E Main and S Webster. Access to the Tenny lot will not be impaired at any time and security will be instructed to direct users away from the event and crowds. Similarly traffic attempting to enter King St from the inner square will be directed towards E Washington St. Crowds attempting to congregate at the east end of the 100 block of King St and along S Webster will be encouraged to enter through the designated event entrance, to keep moving, and to remain on the sidewalks.

In the event of an emergency situation entertainment sound will be cut and attendees will be addressed via the PA by senior event or emergency personal at the front of house (FOH) location. Safety and exit plan announcements before each act can also be made at this same FOH location or by DJ located atop the Majestic Marquee.

General layout, security layout and capacity/exit layout are attached.



Street Capacity Estimates

King Street (77.75'x66.5'+58.5'x165.75')	14,866.75
Parking Lot (55'x70'+(28'x40')/2)	4,410.00
	<u>19,276.75 gross square feet</u>

19,276.75-1048 = 18,228.75 usable square feet
 /5 square feet per person
3,645 max capacity

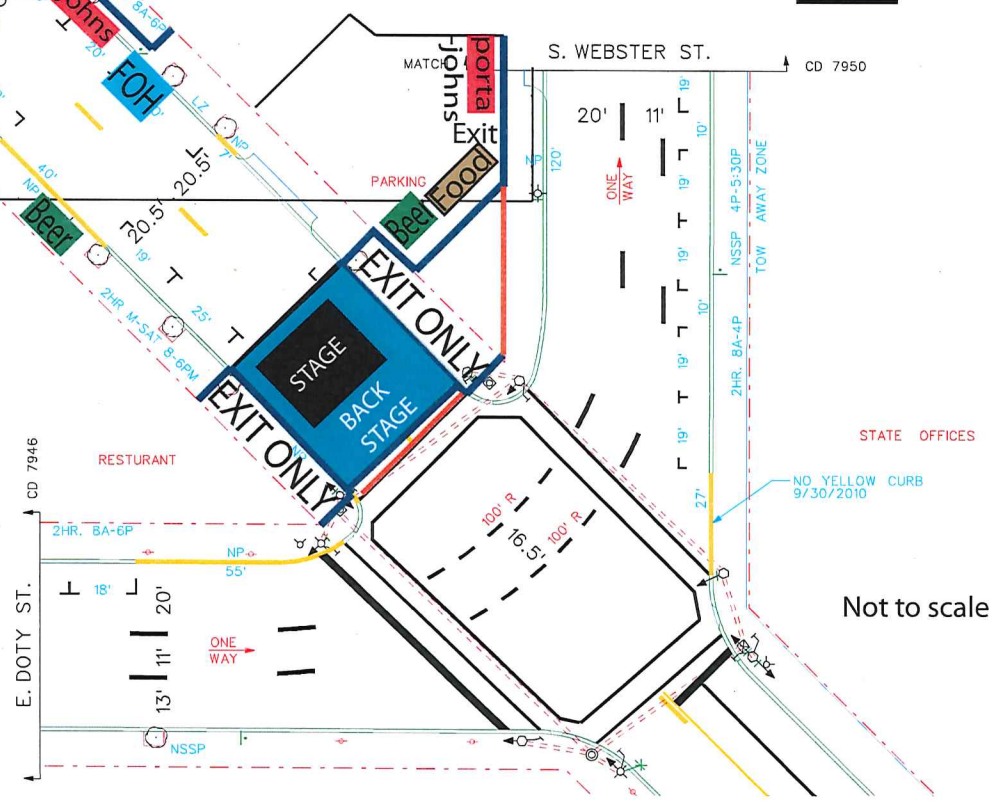
Exit Width = Capacity x .15in = 546.75" = 45.56' required

Entry To 100 block via capital Square	58.5'
Exit from parking lot to S Webster	20'
Exits to outer loop flanking stage	16'
Total Exit Width Available	<u><u>94.50'</u></u>

- █ Bike Rack
- █ Road Closure Barrier
- █ Stage Barricade

Unusable Area Estimates

Front of House (10'x10')	100
ID Station (10'x10')	100
Porta-Johns 12(3x3)	108
Canned Beer Bars 2(10x10)	200
Beer Caddies 2(12x15)	360
Food Carts 2(8x5)	80
Misc (trees, pay stations, meters)	100
	<u>1,048 unusable square feet</u>



Not to scale

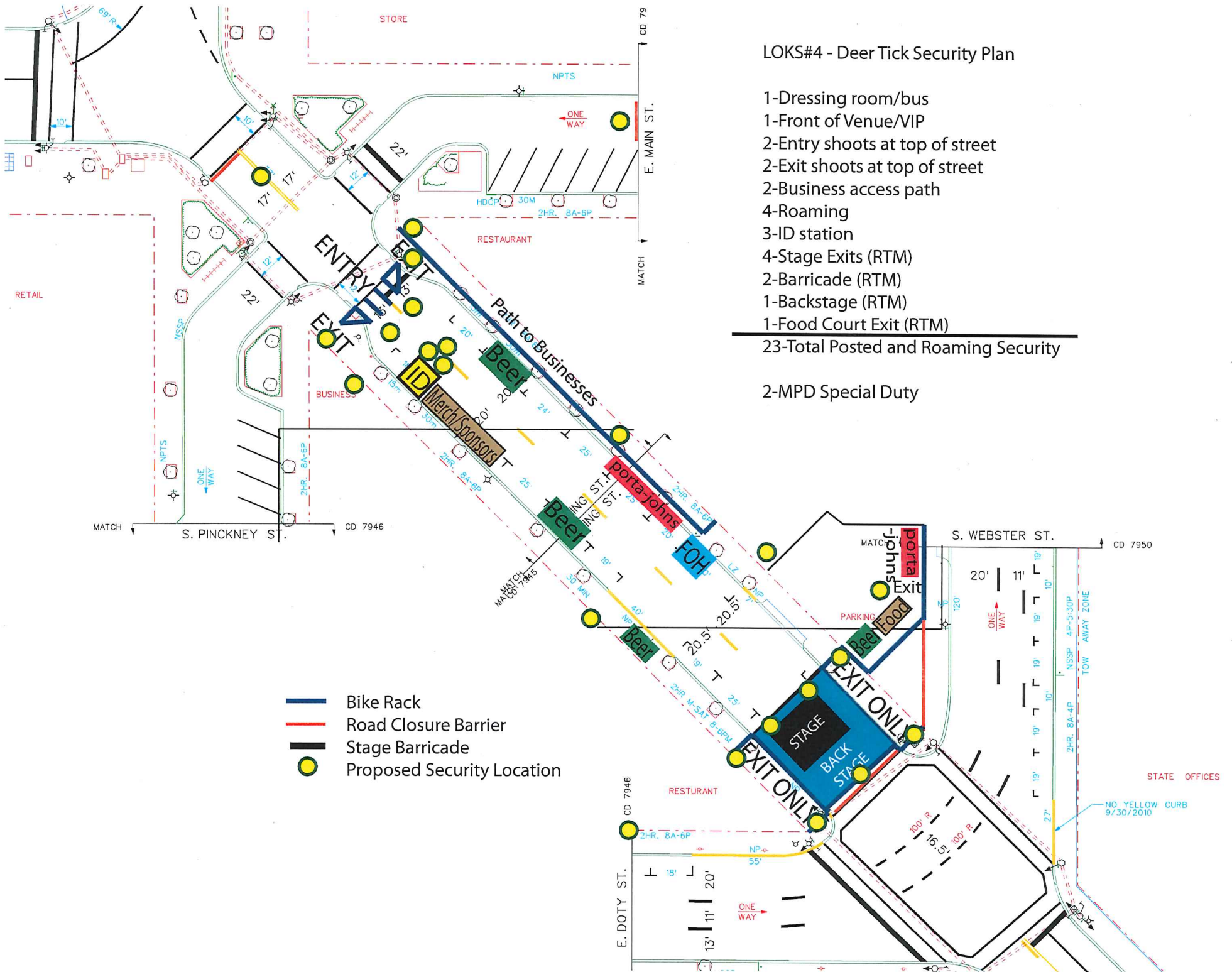
30pA

LOKS#4 - Deer Tick Security Plan

- 1-Dressing room/bus
- 1-Front of Venue/VIP
- 2-Entry shoots at top of street
- 2-Exit shoots at top of street
- 2-Business access path
- 4-Roaming
- 3-ID station
- 4-Stage Exits (RTM)
- 2-Barricade (RTM)
- 1-Backstage (RTM)
- 1-Food Court Exit (RTM)

- 23-Total Posted and Roaming Security

2-MPD Special Duty



40FA



EVENT ORGANIZER

Majestic Live

119 E Main Street, Madison, WI 53703
608.255.0901 // www.majesticmadison.com

PRIMARY CONTACT

Matthew Bertram: Director of Operations

119 E Main Street, Madison, WI 53703
O: 608.512.1873 C: 920.251.2888 beaver@majesticmadison.com

EVENT DATES

Friday, July 18, 2014
Friday, July 22, 2017
Friday, August 8, 2013
Friday, August 22, 2013
Friday, September 19, 2013

For each event:

Set-up begins at 8:00am
Gates open and open to general public 6:00pm -11:00pm
Teardown and clear street 11:00pm – 1:00am

EVENT LOCATION

100 block King Street

HEADQUARTERS/INCIDENT COMMAND AND CONTROL

Majestic Theatre: 115 King Street, Madison, Wisconsin 53703

ANTICIPATED ATTENDANCE PER CONCERT

- **30-40 Majestic Theatre staff (bartenders, security, event organizers)**
- **20 volunteers provided by Blackhawk Church (street trash removal)**
- **1-2 Special Duty City of Madison Police Officers (contracted, per shift)**
- **6 Security Guards (contracted, per shift) from ORIGINAL RTM**
- **3-4 food vendor booths with 1-4 staff members in each booth**
- **4 live music performers/bands (1 DJ, 3 bands on stage)**
- **10-15 sponsor representatives in 5 sponsor-designated booths**
- **2,000-4,000 attendees from around the City of Madison and Dane County**

PURPOSE OF THE EMERGENCY ACTION PLAN

A. This emergency action plan predetermines actions to take before and during the “LIVE ON KING STREET” (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.

B. 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.

C. 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.

D. This action plan reflects the following priorities:

- Life safety and minimizing harm
- Emergency weather situations
- Incident stabilization

ORIGINS OF THE EMERGENCY ACTION PLAN

This emergency action plan was prepared in February, 2014 by Matthew Bertram – Director of Operations at Majestic Live, in response to a request from the City of Madison Fire Department to revise and expand its safety and security plan for the concert series. City of Madison Fire Department’s Emergency Action Plan Template and the 2013 Art Fair on the Square EAP were used to compose this plan per the suggestion of the City of Madison Fire Department. As requested by the City of Madison Fire Department this plan includes guidelines on how to deal with a “lost person” incident.

COMPLETE EVENT SCHEDULE

(each event date)

Set up 8:00am – 5:00pm

Amplified Noise 3:00pm – 11:00pm

Gates open to general public 5:00pm

DJ 5:00-6:00pm

First Support 7:00 – 7:30pm

Second Support 7:45 - 8:45pm

Headline 9:15 - 11:00pm

Tear-down 11:00pm – 1:00am

Street Clear 1:00am

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:

**Matthew Bertram, Director of Operations
O: 608-512.1873 C: 920.251.2888**

Note: Matthew roams the entire event site during the event, and will also be available by two-way radio (available to all event staff).

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

SECONDARY CONTACTS:

Matt Gerding, Co-owner O: 608.255.0901 C: 608.469.0748

Scott Leslie, Co-owner O: 608.255.0901 C: 312.505.5545

Note: Matt and Scott roam the entire event site during the event, and will also be available by two-way radio (available to all event staff).

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 partnering nonprofit organization(Tenant Resource Center).

CHAIN OF COMMAND

In the event of a *minor* incident, Matthew Bertram, Director of Operations 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 event staff members 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 AN EVENT STAFF MEMBER)

TBD,

Madison Fire Department

Cell during event: [REDACTED]

Secondary cell during event: [REDACTED]

Note: This person will be located at [REDACTED] during the event.

Pre-event contact: Division Chief Ron Schwenn Office: (608) 266-4203

LAW ENFORCEMENT / SECURITY

Police Officers

The need for constant Law Enforcement presence at this event has been identified.

One to two City of Madison Police Department Special Duty Officers will be present during all active* hours of the fair (5:00 – 11:00pm):

*Active hours are those in which the gates are open to the public each event day, 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 info available to the officer: nature of emergency, precise location, and contact person with callback number.

Security

Majestic Live has contracted with Original RTM to provide protection services for stage and entry/exit points. The schedule for these security guards will be scheduled during active hours (5:00 – 11:00pm).

Majestic Theatre security staff will be assigned the following duties: ID/wristbanding, entry/exit control, concession security, street cleanup, and general crowd control.

INFORMATION COMMUNICATION PLAN

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

During the event all staff members who will be spread out over the whole street, will be carrying two-way radios including Matthew Bertram, Director of Operations, and each bar/concessions location.

RADIO CHANNELS

Channel 1: Security

Channel 2: Matthew Bertram (Director of Operations)

Channel 3: Production (stage)

Channel 4: TBD – as needed

When general information/evacuation needs to be communicated to all staff and volunteers during the event, Matthew Bertram, Director of Operations, will use the radio. Staff members will communicate to remaining staff and volunteers in their respective areas of King Street. During set up/tear down, Matthew Bertram, Director of Operations will use relevant radio channels to notify staff.

In the event of an emergency, notification of the emergency will be through the use of 911. Live on King Street staff members present will be asked to have the following information available to the 911 operator:

- Nature of emergency
- Location
- Contactperson
- Call back number

If 911 is contacted by any Live on King Street staff or volunteer, the event's **PRIMARY CONTACT** (Matthew Bertram) will be notified by the reporting person as soon as possible in person, by radio or by cell phone (the reporting person will keep calling Matthew Bertram if he/she reaches voicemail).

SEVERE WEATHER

Scott Leslie, Majestic Live's co-owner, is in charge of monitoring weather conditions. Weather forecasts and current conditions will be monitored through WeatherUnderground (www.wunderground.com), AccuWeather (www.accuweather.com), and Channel 15 (www.nbc15.com/weather).

Pre-Event:

If severe weather is predicted prior to the event, Scott Leslie will contact Majestic Live's Director of Operations, Matthew Bertram, and Co-owner, Matt Gerding, to evaluate the conditions and determine if the event will remain scheduled.

During Event:

If questionable weather begins to occur during the event, Scott Leslie will contact Majestic Live's Director of Operations Matthew Bertram, and Co-owner, Matt Gerding, to evaluate the conditions and determine if the event will remain open.

If severe weather begins to occur during the event, Scott Leslie will radio and call staff members to the Control and Command Center to inform them. Matthew Bertram Director of Operations and other staff are responsible for notifying artists of a weather emergency. All Live of King Street's staff members will notify those attending the event that:

-A hazardous weather condition exists.

-Everyone should seek shelter either in the State Capitol building ,the Madison Municipal Building (210 Martin Luther King Jr. Blvd.) or the City County Building (215 Martin Luther King Jr. Boulevard), as they are all designated severe weather safety zones. Nearby parking ramps or open businesses (away from windows) are also options.

Live on King Street will remain open unless weather is extremely dangerous.

Lightning:

Scott Leslie 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 Scott Leslie determines that lightning-related danger is present, he will radio and/or call staff members on the street to instruct everyone to spread word about getting to a safe place (inside substantial buildings). Staff will also be instructed to stay inside. Concert activities will not resume until Scott Leslie has determined that the lightning has passed (i.e., we will resume 30 minutes after the last thunder was heard). Scott will radio and/or call staff members to communicate that the concert is resuming.

FIRE / FIRE SAFETY

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

Portable Fire extinguishers will be kept at each bar, ID/wristband station, and stage.

All vendors are advised in writing, 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 sorbent floor covering (from rolls) directly underneath cooking appliances.

FIRST-AID MEDICAL EMERGENCIES

Minor injuries will be treated by event staff at the Command and Control Center and Matthew Bertram, Director of Operations will be informed to determine if paramedics are required to treat the injury and will call 911.

For Severe Injuries:

- 1. If a person is seriously injured or becomes violently ill and requires medical attention, Live on King Street staff will radio Matthew Bertram, Director of Operations and he will call 911. If Matthew Bertram does not answer on Channel 2 staff will immediately call 911. Staff will be advised not to drive/move the ill or injured person for medical assistance.**
- 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 Matthew Bertram, Director of Operations, of the situation and location of the injured person and which entrance the paramedics/EMS crew plans to use. If serious, Matthew Bertram 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 Matthew Bertram, Director of Operations. The staff person will obtain the name of the injured person and a witness.**
- 7. Complete and Incident/Damage/Theft form.**

First Aid Kits:

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

- 1. Headquarters**
- 2. ID/wristband station**
- 3. Stage**

DISRUPTIVE / THREATENING BEHAVIOR

When disruptive behavior is identified at the event, Live on King Street members will be asked to follow these procedures:

- 1. Remain calm.**
- 2. Let the person state his/her entire complaint.**
- 3. Be sympathetic but remain neutral. If you have the time, let the person talk for a while.**
- 4. If the individual is abusive, tell him/her that such language is not appropriate for a public place.**
- 5. Decide if you can solve the problem. If possible, try to do so. If not, refer the person to a Matthew Bertram, Director of Operations.**
- 6. 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.**
- 7. If a disruptive individual wishes action taken, get information on how staff members can contact the individual.**
- 8. If behavior becomes threatening, tell him/her you must move on. If individual persists, call Matthew Bertram, Director of Operations.**
- 9. The key to control in a situation where a person is being physically threatening is TEAMWORK. Call for help on your two-way radio or enlist a fellow staff person when possible.**

ALCOHOL CONTAINMENT

At all street exits from the 100 block of King Street, signs will be posted on barricades noting, "No alcohol beyond this point." Live on King Street staff will roam near the exits off the square, and notify fair goers (holding beer cups) that open alcohol must not leave the event location.

Staff and volunteers to be instructed that: Intoxicated and underage persons are not to be served alcohol.

EMERGENCY VEHICLE ACCESS

A lane, 20 feet in width, is maintained to create an emergency access lane for the Madison Fire Department as well as pedestrian access on the street.

LOST CHILDREN OR ADULTS

Designated “lost child/adult” area: Command and Control Center located at the Majestic Theatre.

115 King Street, Madison, WI 53703

In the event that an individual becomes lost or separated from friends/family, all staff will be advised escort the missing person to the event’s Command and Control. 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 City of Madison police can be alerted.

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

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

FOR A LOST ADULT: Direct the individual to Command and Control. Use your discretion; an adult may also need an escort. Call Matthew Bertram, Director of Operations, if you are very busy. A police officer may be available to meet you and escort the individual.

3. If someone is looking for a reported lost child or adult, check the following area first, Command and Control and then call Matthew Bertram, Director of Operations.

5. Once a lost person is reunited with their friends/family, communicate the good news via radio so that we may call off the search.

EVACUATION

1. Event staff are responsible for notifying general public and artists of non-weather situations requiring evacuation. Matthew Bertram and/or Matt Gerding and Scott Leslie will speak with the security staff/Police and will radio event staff when such a need arises. Event staff is advised to contact Command and Control if they feel such extreme measures are called for.

2. All Staff will contact other nearby staff members when notice is announced over the radio.

3. Each event staff is advised to calmly notify the general public and artists in their vicinity of situations requiring evacuation.

4. In the case of situations requiring evacuation, staff members will be asked to remove the cash from the registers in bars unless their personal safety is at risk.

5. Live on King Street will remain open unless a situation is extremely dangerous.

6. Staff members will assemble at Command and Control unless the area is at general risk, in which case staff members should meet at Majestic Live’s Office located at 119 E Main St asap after evacuation. If the downtown area is at general risk staff members will be advised to head home and await word from senior staff members via phone or email.

ACCESSIBILITY

General Event Access for Persons with Disability

The event takes place in city streets. Staff ensures that event equipment do not block access ramps between sidewalks and streets, so that persons with a disability can access and move around the event.

Restroom Access

Staff will have knowledge of the following: The Majestic Theatre, the Capitol Building, the Wisconsin Historical Museum, and restaurants around the square offer accessible stalls.