

#### **STAFF RECOMMENDATIONS FOR CONCERT AT WARNER PARK BASEBALL STADIUM:**

1. Aldermanic and Neighborhood notification including: East Bluff Neighborhood Association, Brentwood Sherman Neighborhood Association and Berkley Oaks Neighborhood Association.
2. Concert Promoter will agree to participate in two pre-event planning meetings and one post event meeting with representatives of city agencies serving the event, including Parks, Policy Fire and City Attorney's office. The meetings will ensure that all concert related communication is unified and the event conforms with city policies and regulations.
3. Promoter will enter into a short-term, contractual lease agreement with the City of Madison that will include provisions for security, staffing, parking, fees, first-aid, set-up and clean-up.
4. Promoter acknowledges that all food and beverage concessions in the Warner Park Baseball complex will be managed by the Madison Mallards through a pre-existing agreement with the City and the Madison Mallards.
5. Sales of concert related merchandise outside of the Baseball Diamond will be subject to the standard park vending policies and fees. Sponsor understands that the marketing and sale of all event related merchandise on municipal parkland must be pre-approved by the Parks Division **including** the location of the vending sites.
6. Promoter will provide documentation that patron overflow parking will be available at Sherman Plaza.
7. Promoter will submit all applications, insurance and performance bond of \$1,000,000 to the Parks Division at least ten (10) days prior to the event.
8. Promoter understands that this event (and its set-up) will be subject to the standard fees relative to tents, trailers, attendance and ticket sales. Early load-in or delayed load-out of equipment will be subject to financial penalties.
9. Promoter will agree to uphold staffing recommendations made by Madison Police, Fire and Parks administration to ensure that the concert will be safely managed with little impact to the neighborhood.
10. In the event that the concert is canceled, Promoter will be subject to a cancellation fee equivalent to 20% of the total park use fees.

Sponsor agrees to incur the staffing expense of the Parks employee located on site during the event's set-up, concert and clean-up.

Sponsor will post a \$1,000 cash deposit at the Park office prior to the event with the understanding that it will be responsible for **any and all** actual park restoration costs which may be necessary as a result of the event on any municipal parklands.

If there is a beer garden

Sponsor will collaborate with North Precinct Police Captain and agrees to **ALL** staffing recommendations made by him relative to the operation of the beer garden and crowd control. Additional police staffing for traffic control will be secured based upon recommendations of Madison Police. The sale of beer will be contained to one beer garden and in accordance with beer garden installation regulations.

Sponsor will agree to the terms designated by Madison Police for wristband identification and possible re-entry into the concert/beer garden venue.