



City of Madison
Special Events Department
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Email: Madison Events
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Kelly Post, <KPost@cityofmadison.com>, Interim Special Event Coordinator
Saran Ouk <SOuk@cityofmadison.com>

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Coordinator (608) 266-4482

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Fire Prevention Officer IV / New Construction & Plans Examiner / UST-AST Inspector
608.261.9843 (Office), 608.575.5092 (Cell)

Tiffany Kenney | Executive Director
director@visitdowntownmadison.com
608-512-1340

May 11, 2022

RE: Application for Street Use Permit for Special Event on 5/28/2022

Dear City of Madison Special Events Department Administrators,

Lucille is looking for approval for an outdoor **event on our Roadway Cafe / Streatery, specifically located on S. Pinckney St.** The event, planned for May 28th, would include hosting a Drag Show on our cafe with a DJ, and this is a ticketed event.

We apologize for the late notice. We were notified correctly on May 7th, from Meghan Blake-Horst, the Street Vending Coordinator, that to host an event with live music or a DJ, a drag show, movie night, record sale, etc **in the right of way (which is our outdoor seated cafe)** we will need to apply for a Street Use Permit and go through that process. We were notified that we would also need an amplification permit, through the Street Use Permit.

I am not ccing Meghan on this request, as this falls out of her licensing purview, however, I am including Kelly Post, Interim Special Event Coordinator and Saran Ouk, both identified by Meghan as key administrators who can assist us with this application.

Instead of filling out the application online, we are providing all materials via email to start for you. We are happy to go in online and pay application fees once and if accepted.

Please see below Lucille's application for our event: Drag Brunch/ Lucille's 6th Birthday Celebration, happening on May 28th, 2022 between 12PM and 5PM.

We have addressed the fourteen (14) steps indicated on <https://www.cityofmadison.com/SpecialEvents/StreetEvents/siteMap.cfm> in order to ensure the highest level of safety and enjoyment for guests and staff.



Thank you so much for your attention to this request.

Regards,

Joshua Berkson

The Lucille Team

Lucille Restaurant

101 King St. Madison, WI 53703

Joshua Berkson (josh@rulenoone.com) Lucille, Owner, Rule No One Hospitality, Inc., President
(646) 221-4022

Tara Duffin <tara@rulenoone.com> Director of Operations, Rule No One Hospitality, Inc. (608)
255-7801

Ana Bazan <ana@rulenoone.com> Director of Marketing & Events, Rule No One Hospitality, Inc.
(786) 343-2856



1. Community Events on Madison Streets Permit Application

SUMMARY

Location of Event / Street Name: S. Pinckney Street

Business Name: Lucille

Business Address: 101 King Street, Madison, WI. 53703

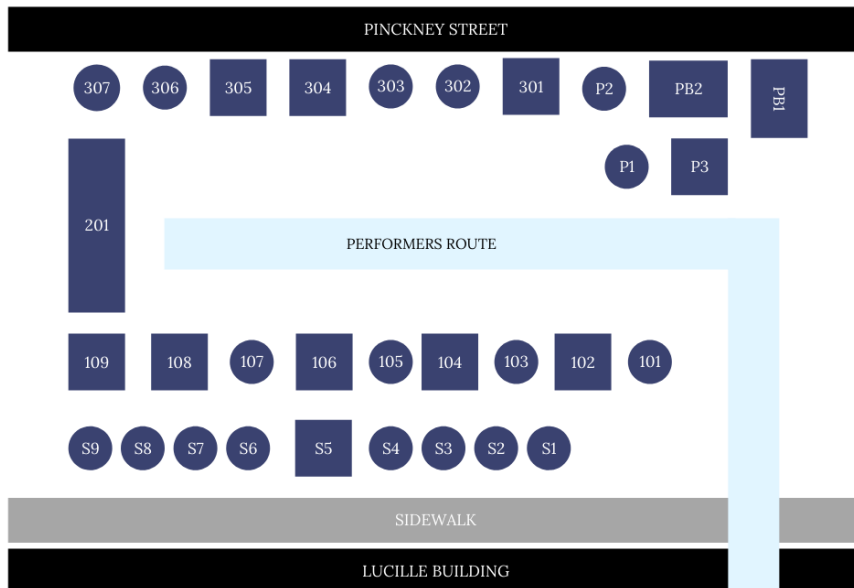
Event Name: Drag Brunch/Lucille's 6th Birthday Celebration

Event Type: Entertainment

2. STREET EVENT SCHEDULE

The event will take place on Saturday, May 28th in the Lucille Pinckney patio with setup beginning at 9 AM and activities ending at 6 PM. Food and beverages will be sold by Lucille, with performances by the following entertainers: MiMi Sanchez, Kery Traid, Jasper Madison, Kayos Lynn Mirage and Victoria Lynn Mirage. Music will be provided by Madison local DJ Nick Nice. The event is a celebration of not only Lucille's sixth anniversary but also of acceptance and diversity and as such, it will be a joint effort between Lucille and Jeremy Sharpee. A portion of the proceeds will benefit GSAFE (Gay Straight Alliance for Safe Schools), a wonderful organization that protects and gives LGBTQ+ teenagers in Madison the resources to thrive in their academic and social pursuits. Two showings of the performances will take place, the first one happening between 12PM and 2PM and the second one happening between 3PM and 5PM. Tickets will be sold via Lucille's website. Emergency vehicle access lanes as well as accessible paths for wheelchairs have been taken into consideration. Please see the Seat Map below.

3. STREET EVENT SITE MAP (S. Pinckney Street)



4. SAFETY AND SECURITY



EMERGENCY ACTION PLAN (EAP).

I. GENERAL

The DRAG BRUNCH/LUCILLE'S 6TH BIRTHDAY CELEBRATION will be held MAY, 28TH, 2022 at LUCILLE, located at 101 KING STREET. MADISON, WI 53703.

II. PURPOSE

A. This emergency action plan predetermines actions to take before and during the DRAG BRUNCH (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions would be taken by organizers, management and personnel. 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

- The EAP event representative would be identified as the point of contact for all communications regarding the event. This person is identified as TARA GOLDBERG.

B. Emergency Notification

- In the event of an emergency, notification of the emergency would be through the use of 911. The caller would have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
- We will / will not have on-site EMS
- We will / will not have on-site Police or Security (CHLOE CHRISTIAANSEN- (262) 224-8939)
- The Madison Police Department has been made aware of this event. Please see the correspondence below.

Monday, May 11th, 2022

3:30PM

To: skleinfeldt@cityofmadison.com

From: ana@rulenooone.com

Subject: Event 5/28 on Pinckney Street

Good Afternoon Lt. Kleinfeldt,



My name is Ana Bazan and I am writing on behalf of Lucille (located on 101 King Street, Madison, WI. We will be hosting an event on Saturday, May 28th between 9AM and 6PM. The event will be mainly focused on our patio and alcohol and refreshments will be served. We have been informed by the City of Madison that we must contact the Madison Police Department in case it is deemed that police presence is required. This is a ticketed event and our staff is extremely committed to our guests and team safety. If needed, we are happy to schedule our current Security Manager and guards for the day in order to preserve harmony throughout the event. Please kindly let us know the next steps, if any and we will do our best to comply with your request.

Best Regards,

*Ana Bazan
Director of Marketing & Events
Lucille | Rule No. One Hospitality Group
ana@rulenoone.com*

C. Severe Weather

- Weather forecasts and current conditions would be monitored through the National Weather Service's Madison Weather Forecast website.
- Before the event - If severe weather is predicted prior to the event, the EAP event representative would evaluate the conditions and determine if the event would remain scheduled. The EAP event representative or her designee would be identified as TARA GOLDBERG and would be responsible to monitor the weather conditions before and during the event.
- During the event - If severe weather occurs during the event, the EAP event representative or her designee CHLOE CHRISTIAANSEN would make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
- There are limited provisions for sheltering participants in the event of severe weather.
- This event would follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event would be delayed until 30 minutes have passed since thunder was last heard.

D. Fire

- If a specific hazard has been identified as an increased risk of fire at this event, the event manager would work with the Fire Department to determine how to address the hazard.
- All event staff would be instructed on the safe use of Portable Fire Extinguishers.
- No cooking would take place outside Lucille.
- No tents are being used.
- Should an incident occur that requires the Fire Department, 911 would be utilized to request this resource. The caller would have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.



E. Medical Emergencies

- Due to this being a seated event we anticipate a very small potential for traumatic injuries. We will pay close attention to the temperature as well as refreshments in order to avoid any heat related injuries.
- Event manager will contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
- 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

- The need for constant Law Enforcement presence at this event has / has not been identified. Event manager has contacted the Police Department to determine if there is a need for Law Enforcement presence at this event (see page 4).
- 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

- Access for Emergency Vehicles would be maintained at all times.
- 20' Fire Lanes are required to be kept open at events.
- No signage would go over a street or fire lane.
- Participants and spectators would be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
- Crowd control would be managed by: CHLOE CHRISTIAANSEN.
- Lucille does not offer parking for vendors.
- Lucille does not offer parking for attendees.

V. CONTACT INFORMATION

- Primary Contact TARA GOLDBERG (608) 225-7801
- Secondary Contact CHLOE CHRISTIAANSEN (262) 224-8939
- Emergency Dane County 911 Center 911
- Non-Emergency Madison Fire Department (608) 266-4420
- Non-Emergency Madison Police Department (608) 255-2345

5. ACCESSIBILITY PLAN

- All grounds of the event are accessible for wheelchair users.
- Guests are able to access event information online at www.lucillemadison.com or by calling Lucille and requesting to speak to a team member.
- Bathrooms would be accessible on the first floor, including ADA compliant restrooms.
- All outdoor seating can be modified or moved to accommodate guests with wheelchairs.



- Guests can contact Lucille and request that reasonable accommodations are made prior to their arrival.

6. CLEANUP AND RECYCLING PLAN

- Lucille takes full responsibility for the cleanliness of the Pinckney patio after the event has taken place
- Our staff would properly sort recyclable items within the perimeter of the event

7. NOTIFICATION REQUIREMENT

- The event does not require street closure
- No more than 200 people would be in attendance.
- Neighboring businesses have been notified of the event.

8. INSURANCE

- Enclosed is our Certificate of Insurance (COI) requirements

Commercial general liability insurance at a minimum of \$1,000,000 per occurrence.

Name on your License, legal registered name, and application must match exactly the name of your insured on you Insurance.

ADDL INSD box checked and/or in the Description of Operations box near the bottom the write "The City of Madison is listed as an additional insured".

Policy number must be listed on the form.

Policy dates (start and expiration date) must be active.

In the Certificate Holder box at the bottom of the page write:

City of Madison

Attn: Risk Manager

210 Martin Luther King, Jr. Blvd., Rm. 406

Madison, WI 53703

9. BICYCLE PARKING

- A bike rack is located on the corner of King Street and Pinckney Street.

10. MARKETING

- Lucille takes full responsibility for marketing the event.
- Tickets can be purchased via our website at www.lucillemadison.com

11. AMPLIFICATION

- The event would feature a live DJ as well as a host who would be using a microphone between the hours of 12pm to 5pm.
- Neighboring businesses have been made aware of this and we are taking the necessary steps to keep disruption to a minimum.

12. VENDORS

- No vendors would be present during this event. The entertainment portion of the event would be hired by Lucille and would not be selling services/goods to the public.

13. BEER & WINE SALES

- One or more security guards would be on duty at all times during the event to prevent entry of minors or intoxicated people into the area and to prevent alcohol from being



carried or passed out of the area. The Madison Police Department has been made aware of the event and Lucille would cooperate with Police in case additional security is needed.

- No alcoholic beverages would be carried outside the designated event area.
- No portable toilets are required for the event.
- NO GLASS CONTAINERS would BE USED OUTSIDE OF OUR ROADSIDE CAFE.
- No person under the age of 21 would participate in serving or delivering alcohol to patrons.
- At least one licensed bartender would be present during all times of operation.

14. BUDGET PLANNING

- A payment of \$350.00 would be submitted to the City of Madison website alongside this permit to allow the cost of the Street Use Event - Less than 30 Days Prior Permit (\$250) and the PA Sound Permit (\$100)
- Application, documents and fee would be submitted via email to: madisonevents@cityofmadison.com