

# STREET USE PERMIT APPLICATION

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

## EVENT INFORMATION

Name of Event Freakfest 2014

Event Organizer/Sponsor Frank Productions

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

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

Address 155 E. Wilson St. Suite 100

City/State/Zip Madison, WI 53703

Primary Contact Jason Mayer

FAX 608-284-5479

Work Phone 608-284-5461

Phone During Event 812-677-0576

E-mail jason@frankproductions.com

Website www.frankproductions.com

Secondary Contact Charlie Goldstone

Work Phone 608-284-5462

Phone During Event 608-575-4597

E-mail cgoldstone@frankproductions.com

Annual Event? Yes  Yes  No

Charitable Event? No  Yes  No

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

Estimated Attendance 30,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 7:00 PM to 2:00 AM  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: Capitol Square, WI Ave to State St to W. Washington Ave. 100 - 600 State Street

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 10/31 - 11/2 Rain Date(s) \_\_\_\_\_

Event Start Date(s)/Time(s) 10/31/2014 6:00 PM Set-Up Date(s)/Time for Event 10/31 6:00 PM

Event End Date(s)/Time(s) 11/2/2014 4:00 AM Take-Down Time 11/2 2:00 AM

Take-Down Time: start to streets reopened

## APPLICATION SIGNATURE

\_\_\_\_\_ I/We waive the 21-day decision requirement. \_\_\_\_\_ (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, statues and laws.

Signature  Date 7/30/2014

## Addendum A – Event Grounds

1) EFFECTIVE DATE: This permit is effective from October 31, 2014 through November 2, 2014. Specific times are detailed on a per-site basis below.

2) FRANK PRODUCTIONS, INC. ADMINISTRATOR: The following Frank Productions, Inc. staff person is responsible for administration of this street use permit:

Jason Mayer  
Production Manager  
Phone: 608-284-5461  
Cell: 812-677-0576  
Fax: 608-284-5479  
[jason@frankproductions.com](mailto:jason@frankproductions.com)

### 3) Event Grounds

The event grounds shall be as follows (see attached diagram):

- Location A (Capitol Square):
  - o Access to the top of State Street fenced area will begin at 6:00 PM on Friday 10/31 and will continue until deconstruction is complete early Sunday morning 11/2 by 4:00 am.
  - o The border between the permitted area and the State St right of way indicated on the original site maps shall be delineated by private security personnel provided by Frank Productions, Inc.
  - o W Mifflin St. between S Hamilton and N Carroll as well as N Carroll between W Mifflin and Main St. will be used for production/artist/working staff parking. This area will be included in the fence line. Private Security will be used to supervise the areas where vehicles are parked. Frank Productions will need access to this part of the site at 6:00 – 10:00 PM on Oct. 31st and then again 2:00 PM on Nov 1<sup>st</sup> until 4:00 AM Nov 2nd.

- Location B (Buckeye Lot):
  - 50%(Top Half Next to Gilman) of the parking spaces of the Buckeye Parking Lot starting at 8AM and the Entire Lot by 4PM on Nov 1st and concluding at 4:00 AM on Nov 2nd
  
- Location C (W Gilman St):
  - W Gilman St from State Street intersection up to N Henry St..
  - Full access to this site from 8:00 am on Nov 1st to 4:00 am Nov 2<sup>nd</sup> including all parking spaces on the street.
  
- Location D (Concrete Park on N Frances)
  - Cul-de-sac on N Frances up to State Street starting at 8:00 am Nov 1st to 4:00 am Nov 2nd
  
- Location E (S Frances next to State Street Brats)
  - Cul-de-sac and paved area on S. Frances adjacent to State Street Brats starting at 8:00 am Nov 1st to 4:00 am Nov 2nd

#### 4) Security (provided by RTM):

##### For Locations A & C:

- 6 Private Security Personnel per location to guard backstage working area
- 1 Private Security Personnel for each of the following parking locations:
  - Gorham St parking lot
  - W Mifflin St Parking area detailed above
  - N Carroll St Parking area detailed above
- 8 Private Security Personnel per location to be placed inside stage barricade area.

- 2 Private Security Personnel per location to delineate the Capitol Square permitted area from the State Street festival area.
- Other security deployments as needed

For Location E & F:

- 2 Private Security Personnel around the areas

6) Other working staff to include:

- All Frank Productions, Inc. employees, and contracted personnel
- Intellasound Production contractors
- All artists and accompanying entourage
- Pepsi working staff

7) Pepsi/Mountain Dew sites

- a. Pepsi will have 1 Sampling tent. The Sampling tent will be open to the public and used to give away non-alcoholic drinks and merchandise. This location will have at least 1 dedicated private security guard. The locations and specs are as follows:

- i. Pepsi Sampling tent – On the sidewalk next to State Street Brats by S Frances. There is a flat pavement section that will accommodate a foot print of 20'w x 20'd x 15'h tent. Per Madison Fire Department, we will leave a 10'w unobstructed fire aisle on either side of the tent. Inside the tent, Pepsi will be sampling non-alcoholic drinks and giving away miscellaneous items such as neck beads and t-shirts.

8) Transportation Management and Parking plan details are the responsibility of the City of Madison.

9) Crowd control outside event perimeters is the responsibility of the City of Madison.

Event Schedule:

Friday 10/31:

6:00 PM Site A: Capitol Square Stage build

Saturday 11/1:

8:00 AM Load in of Sites C, D, & E begin, Top half, next to Gilman St., of the Buckeye lot is closed to public.

2:00 PM Load in of Site A resumes

4:00 PM Site B: Entire Buckeye Lot is Closed to the Public

7:00 PM State Street closed to public, ticketed entrances begin operation.

8:00 PM Stage programming begins.

1:30 AM Concert curfew, State Street is cleared. Stage production and Pepsi load out begins. Private security released once load out is completed.

4:00 AM Permit locations clear of all gear.

## **ADDENDUM B**

Applicant: Frank Productions, Inc  
Event: Freakfest  
Event Date: 11/1/2014  
Date Permit Granted:

The purpose of this Addendum B is to address the ticketing system and method of allocating costs for the Street Use permit for the about Street Use Permit issued to Event Sponsor/Applicant Frank Productions, Inc.

- (A)** City will control access to a larger perimeter (to be determined by City staff, and not part of this permit.) This perimeter will be fenced, gated and controlled by the City for purposes of public safety & crowd control.
  
- (B)** Tickets will be required to enter at the gated entrances. Purpose of selling tickets if for City to control the number of people entering the area and to recover some costs of crowd control resulting from the gathering which traditionally takes place on this date. Ticket price will also include entrance fee for Applicant's Street Use permitted event (the music/entertainment venues described on permit.)
  
- (C)** Applicant and the City will enter into a written agreement to address all details of ticket sales. It is anticipated that applicant will handle ticket sales prior to and on the date of the event, and the City will take tickets and control entry at the gates. Details to be addressed in the written agreement include, but are not limited to:
  - How, where, and when tickets will be offered for sale
  - Price of tickets
  - Accounting for sales, reporting between applicant and city
  - Method of allocating proceeds from ticket sales between applicant & the City
  
- (D)** Costs of City Services (Sec. 10.056(7)(c).) The written agreement shall also establish an appropriate method for applicant to reimburse for costs of city services resulting from their permit, which may include an allocation of ticket sales revenue and any other revenue. The agreement should take into account any costs of city services for the street use permit venues that are not paid directly as a standard condition of the permit, as well as the costs of the larger safety perimeter established by the city, and the contributions of both parties to the safety and success of the event.



**GATING SETUP NOTES:**

1. SATURDAY SETUP:
  - a. NA-6 & PP @ 2pm
  - b. NA-4 (WEST 1/2) @ 2pm
  - c. NA-4 (EAST 1/2), EX-6 @ 5pm

FIRE HYDRANT @ NORTH CORNER OF N HENRY AND W GILMAN STREETS

Site B & C

MPD - NO PARKING BOTH SIDES OF GILMAN FROM STATE TO N HENRY BEGINNING 8AM SATURDAY

LOCATE 1 DO NOT ENTER SIGN AT EMERGENCY EXIT ON BOTH SIDEWALKS

BEGIN 1ST BARREL @ SOUTH CORNER OF CHURCH PARKING GARAGE

STAGE BARRICADES BY EVENT STAFF

**NA-6**

"BOTH SIDEWALKS CAN BE USED FOR EMERGENCY EXITING

LOCATE BARRELS BETWEEN SOMBAS FENCE AND STAGE ON SOUTH SIDE OF DRIVEWAY

CROWD CONTROL BARRIER BY EVENT STAFF

32x28 STAGE

**PP**

NOTE: BARRELS ALONG PEACE PARK SHALL BE ON PARK SIDE OF CURB. FENCING SHALL DRAPE OVER CURB DOWN TO SIDEWALK

PSC TO PROVIDE SECURITY FOR PARK  
BARRELS AT 9'-0" O.C.

PEACE PARK

PARKS TO PROVIDE ALL INTERIOR FENCING TO PROTECT SHRUBS AND PERENNIAL PLANTINGS

VISITOR CENTER

PSC TO PROVIDE SECURITY FOR BACK STAGE AREA

NA-6e TO CONNECT WITH WOODEN PROPERTY FENCE

ENGINEERING: LEAVE GATE OPEN

MPD TICKET AND TOW WEST 1/2 OF LOT AT 8:00AM

**NA-4**

PSC TO CONTROL GATE ACCESS AT BOTH ENDS OF PARKING LOT

ENGINEERING: TIE OFF END OF NA-4b TO BARREL AT END OF NA-4a LEAVE GATE OPEN

ENGINEERING: TIE UPPER AND LOWER SECTIONS OF NA-4b TO PARKING METERS. LEAVE DRIVEWAY ACCESS OPEN, PROVIDE WIRE TIES TO STAGE MANAGER

EVENT STAFF TO SECURE DRIVEWAY NO LATER THAN 4:00PM SATURDAY

STALLS 370-373 ARE RESERVED FOR SPRINT CoW VEHICLE

ROLL FENCING IN 2 SECTIONS:  
UPPER SECTION = 120'  
LOWER SECTION = 150'  
ENGINEERING PROVIDE EXTRA WIRE TIES TO STAGE MANAGER

ENGINEERING: LEAVE GATE OPEN

TE TO PROVIDE TYPE 1 BARRICADES AS NEEDED TO BE DEPLOYED BY MPD AT 8am

BEGIN BARRELS @ BUILDING CORNER

LOCATE DO NOT ENTER & EXIT SIGNS AS SHOWN

**EX-6**

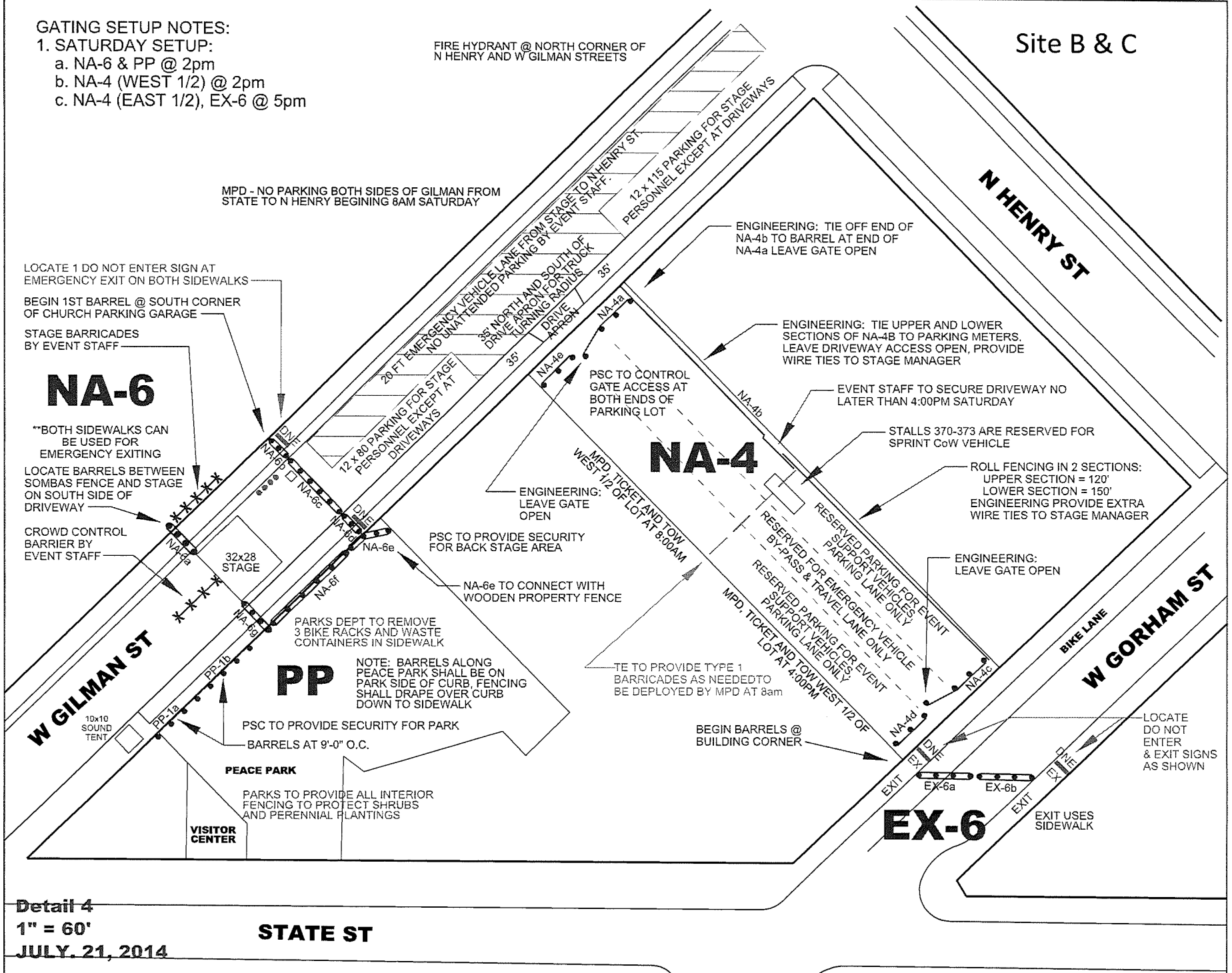
EXIT USES SIDEWALK

Detail 4

1" = 60'

JULY. 21, 2014

STATE ST





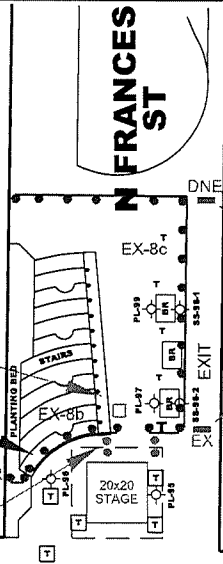
**Site D & E**

- GATING SETUP NOTES:**  
 1. SATURDAY SETUP EX-8 @ 2pm  
 2. SATURDAY SETUP NA-8 AND NA-9 @ 5pm

EX-8c, FIELD ADJUST LOCATION AS NEEDED, TOWER APARTMENT DOOR IS OUTSIDE OF EVENT. SINGLE BARREL SINGLE SIDED FENCING, USE LIGHT POLES FOR ALIGNMENT, SUPPORT, AND SPACING

**EX-8**

- 1 PORTA-TOILET FOR USE BY STAGE STAFF
- EX-8b, ALONG BOTTOM STEP LEAVE OPENING FOR PORTA-TOILET
- EX-8a IN PLANTER
- PARKS TO PROVIDE (4) SMALL WASTE CONTAINERS FOR STAGE AREA



- LOCATE DO NOT ENTER SIGN, FIELD ADJUST LOCATION WITH BARREL SETUP
- LOCATE EXIT SIGN, FIELD ADJUST LOCATION WITH BARREL SETUP
- \*\* TE ELECTRICIAN TO DISCONNECT LIGHTS ON POLES PL-95, PL-96, PL-97, & SS-98-2A
- \*\* MALL MAINT TO TURN ON CIRCUITS FOR HIGH AND LOW OUTLETS ON POLES PL-95, PL-96, & PL-97
- \*\* EVENT PLANNER TO USE HIGH AND LOW OUTLETS ON POLES PL-95, PL-96, & PL-97 ONLY (QTY 6, 20 AMP CIRCUITS)

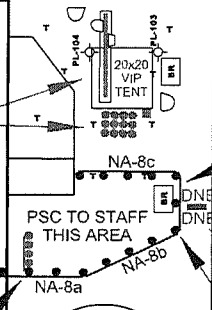
**STATE ST**

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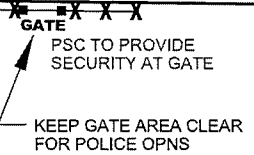
PARKS TO PROVIDE 1/2" PLYWOOD COVER OVER OPEN TOP OF BADGER FOUNTAIN. (12) SMALL WASTE CONTAINERS, EXTRA TRASH LINERS, AND (1) RECYCLING CONTAINER FOR VIP TENT AREA

**NA-8**

- PSC EXTEND BARRELS AND FENCING TO DUMPSTER ENCLOSURE AT 9:00PM
- ENGINEERING STAGE LAST 4 BARRELS AND FENCING AWAY FROM STATE ST. BRATS REAR ENTRANCE



- \*\* EVENT PLANNER TO USE HIGH AND LOW OUTLETS ON POLES PL-103 & PL-104 ONLY (QTY 4, 20 AMP CIRCUITS)
- \*\* MALL MAINT TO TURN ON CIRCUITS FOR HIGH AND LOW OUTLETS ON POLES PL-103 & PL-104
- MPD ACCESS LANE TO OPNS AREA, 8 FEET FROM FACE OF WALL
- MPD KEEP ACCESS LANE CLEAR FOR MPD OPNS
- LOCATE 2 DO NOT ENTER SIGNS ON SIDEWALK AS SHOWN
- SET CORNER BETWEEN UNIVERSITY INN AND SANDWICH SHOP DOORS, ADJUST BARREL SPACING AS NEEDED



6 PORTA-TOILETS, 3 EACH OF STREET (2 ARE HC TOILETS)  
 PARKS TO PROVIDE SMALL WASTE FOR SECURITY AT EACH LANE (4)

**EE-**

LOCATE EXIT AND DO NOT ENTER SIGN INSIDE GATE NEAR END OF EE-4a  
 6 BARRELS @ 10' O.C. WITH 50' OF FENCE ON EACH SIDE, TYP OF EE-4a-d. LOCATE EE-4a TO INCLUDE AMY'S CAFE. APPROX SOUTH CORNER OF AMY'S BLDG

**NA-9**

2-SINGLE ROWS OF BARRELS @ CORNER OF PARKING GARAGE

**Detail 7**  
 1" = 60'  
 JULY. 21, 2014

**N FRANCES ST**

AREA OF MPD OPERATIONS IN UNIVERSITY INN PARKING LOT

**GATING SETUP**  
 1. STAGE CL-5 S  
 END OF EVEN  
 DEPLOYED

**W GIL**