

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: FESTIVAL FOODS SHAKE THE LAKE
Event Organizer/Sponsor: SHAKE THE LAKE MADISON LLC
Is Organizer/Sponsor a 501(c)3 non-profit agency? ☐ Yes ☒ No
MANDATORY: State Sales Tax Exemption Number: ES#: _____
OPTIONAL: Federal Tax Exempt Number: _____
Address: 2920 N GERRMAN AVE
City/State/Zip: MADISON WI 53704
Primary Contact: CAROL PALAZA Work Phone: 608 509 3367
Email: Carol@Mallardsbaseball.com Phone During Event: 608 509 3367
Website: ShaketheLake.org FAX: 608 246 4163
Secondary Contact: VERN GERMAN Work Phone: 608 575 4267
Email: vern@Mallardsbaseball.com Phone During Event: 608 575 4267
Annual Event? ☒ Yes ☐ No
Charitable Event? ☒ Yes ☐ No
If Yes, Name of charity to receive donations: MADISON PARKS FOUNDATION
Estimated Attendance: 60,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)
Public Amplification? (not allowed after 11 p.m.): ☐ Yes ☐ No
Hours: 5 PM to 11 PM

EVENT CATEGORY

☐ Run/Walk ☒ Music/Concert ☒ Festival ☐ Rally ☐ Parking (i.e., bagging meters)
☐ Other: FOODWORKS DISPLAY

LOCATION REQUESTED

☐ Capitol Square (note specific blocks below) ☐ State St. Mall/800 State Street
☐ 30 on the Square (aka top of 100 block of State Street) ☐ Other (specific blocks/streets requested below)
Street Names and Block Numbers: DOWN NORDEN DRIVE BETWEEN BLAIR ST AND BROWN ST

EVENT DATE(S)/SCHEDULE

Date(s) of Event: 6-27-2015 Event Start and End Times: 5 PM TO 11 PM
Rain Date (if any): 6-28-2015 Set-Up Start Time: 6 AM - 6-27-2015
Take-Down Start Time and End Times: 6 AM - 6-28-2015
TAKE-DOWN TIME: START TO STREETS REOPENED
☒ By initialing, I/we waive the 21-day decision requirement.

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, 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.

Applicant Signature [Signature]

Date 4 22 2015

FESTIVAL FOODS SHAKE THE LAKE managed by the Madison Mallards
Saturday, June 27, 2015. Rain date, Sunday June 28, 2015.
Event Contact: Conor Caloia, 608.509.3367, conor@mallardsbaseball.com

Event Summary

The inaugural Festival Foods Shake The Lake is proposing to return the fireworks to downtown Madison and John Nolen Drive on Saturday, June 27 with a rain date for the fireworks on Sunday, June 28. The event will be managed by the Madison Mallards.

The proposal calls for John Nolen Drive to be closed between Broom Street and Blair Street from 6 am on the 27th until 6 am on the 28th. The goal is to create an efficient and sustainable event that is unique to Madison that will become an annual part of summers in Madison. The event will feature live music, food and beverage, family friendly activities and will conclude with fireworks.

The Mallards have a long history of working with a variety of city agencies including Fire, Police, and Parks. The Mallards have met with and notified every City agency of their proposal and have met with Mayor Soglin's office several times. This proposed event plan is the result of feedback and input from these City agencies and other groups based on the event a year ago.

Event Schedule

- Event takes place on John Nolen Drive from Broom St. to Blair St.
 - Street closed from 6AM on June 27 - 6AM on June 28.
 - Load in will start at 6AM and load out will begin at 11 pm.
- Monona Terrace will be reserved for a private, ticketed event.

6:00AM – Set up begins.

5:00PM – Event Opens to public. Food and beverage starts. Beverage will consist of beer and possibly wine and soda and water. Each guest will be allowed to bring in one clear bottle of water (20 oz or less). Food will consist of Mallards concession set-up and several local vendors from the Madison Area Chefs Network. The food will have a bacon focus to it.

5:00PM – Live music and amplification begins.

6:00PM – Mad Rollin' Dolls Roller Derby on the east side of the terrace on John Nolen.

6:00PM to 10:00 PM – there will be a variety of activities in the event zone including a Bike Polo exhibition, the UW Band, a kids zone, an arts and crafts area and other family entertainment.

10:00PM – Music ends.

10:00PM – Fireworks begin over Lake Monona (approximately 45 minutes long).

End of fireworks – food and beverage service stops and event is over.

Set-Up

- Staging will be located on John Nolen Drive on the southwest side of the Monona Terrace towards Broom St.
- Under the Monona Terrace will be used as event staging for buses, trucks and bicycle parking.
- Fireworks load in will take place at Olin Park Boat Launch starting on June 19th and opening back up on Monday, June 29th. There will be security at the boat launch the entire time guarding any pyrotechnics on site.
- 48 hours prior to the show there will be no boat access.
- The fireworks will be placed on seven barges on Lake Monona. There will be a buoyed perimeter on the Lake securing the barges and pyrotechnics.

Clean-Up

- Starting immediately after the conclusion of the fireworks, clean-up and load out of the site will begin. An outside contractor will be used to ensure that the site is thoroughly cleaned and ready to be opened back up at 6 am.
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Festival Foods Shake The Lake Event Operations Timeline

Date: June 27, 2015

Location: John Nolen Drive between Blair Street and Broom Street

Event Manager: Conor Caloia, 608.509.3367, conor@mallardsbaseball.com

Monday, June 15

8 am – Road closure notifications will be placed on John Nolen Drive and Blair Street informing people of the event.

Friday, June 19

8 am – Closure of Olin boat launch begins. Fireworks prep work begins. Fencing will be installed to establish a perimeter around the fireworks work space. 24 hour, unarmed security will be provided starting at the time the first pyrotechnics are brought on-site.

Friday, June 26

6 am – Rental of Law Park begins. Tent and food and beverage installation in Law Park east of the Law Park boat launch begins.

8 am – Fence stakes will be installed on both sides of the entire length of the Wisconsin and Southern Railroad between Blair Street and Broom Street.

9 am – Madison Streets drops off dumpster in Law Park and at Olin boat launch.

12 pm – Sheriff's Department begins patrol of Lake Monona and assistance with buoyed area.

5:15 pm – Usage of the Law Park parking lot is being requested to be used as a staging area for vendor vehicles and trucks.

Midnight – Madison Streets street sweeps John Nolen Drive.

Saturday, June 27

6 am – Road closure of John Nolen Drive between Broom Street and Blair Street will begin. Directional signage pointing vehicle traffic to the Farmers Market on the Square will be placed on Broom Street.

6 am – First vendors on site will be powers for generators to be placed near stage and at food and beverage locations.

6 am – fence install begins for the entire perimeter of the railroad.

6 am – Propane station is established.

6 am – Garbage dumpsters and receptacles are dropped off on John Nolen Drive.

7 am – Stage is placed on-site.

7 am – Madison Police stages CV-1 in event zone for command center.

7 am - First of 150 porta potties are placed in lane 5 throughout the event zone.

8 am – Food and beverage tent install begins.

8 am – barricades will be placed throughout the event zone to establish an event zone perimeter.

9 am – Eight beer trailers are located on the event site.

9 am – food and beverage tent load in for Mallards concession operations.

10 am – Food vendor arrival.

10 am – Mallards Kid Zone set-up.

2 pm – Mallards private security secures railroad tracks in agreement with WSRA.

3 pm – Event management meeting with Mallards and on-site agency management

3:30 pm – Event management team assesses weather conditions with Fire and Police after consulting with a meteorologist.

4 pm – Mallards event management staff clears event zone and staffs entry and exit points.

4 pm – Mallards staff clears Monona Terrace rooftop and sets up ticket operation on Monona Terrace Rooftop.

4 pm – Madison Police staffing begins in event zone.

4 pm – Fire Inspector is on-site.

5 pm – EMS teams arrive on-site.

5 pm – Event zone opens and live music begins. Food and beverage service starts and kid zone opens.

6 pm – Monona Terrace opens to ticketed guests.

7 pm – Roller Derby exhibition followed by Bike Polo exhibition and Unicycle exhibition.

10 pm – Fireworks show begins.

10:45 pm – Fireworks show ends.

10:45 pm – Food and beverage service stops.

10:45 pm – Clearing of the event zone begins.

11 pm – Barges will return to shore and lake clean-up will begin.

Midnight – General public is cleared from the event zone.

Midnight - Event clean-up begins.

Midnight – Beer caddies, Pepsi products and food vendors are removed first. Followed by porta potties and tables and tents. Generators, power and staging will be out last. Garbage receptacles will be returned to drop off point.

Midnight – Private clean-up crews begin cleaning event zone.

Sunday, June 28

4 am – Event zone is cleared by all vendors.

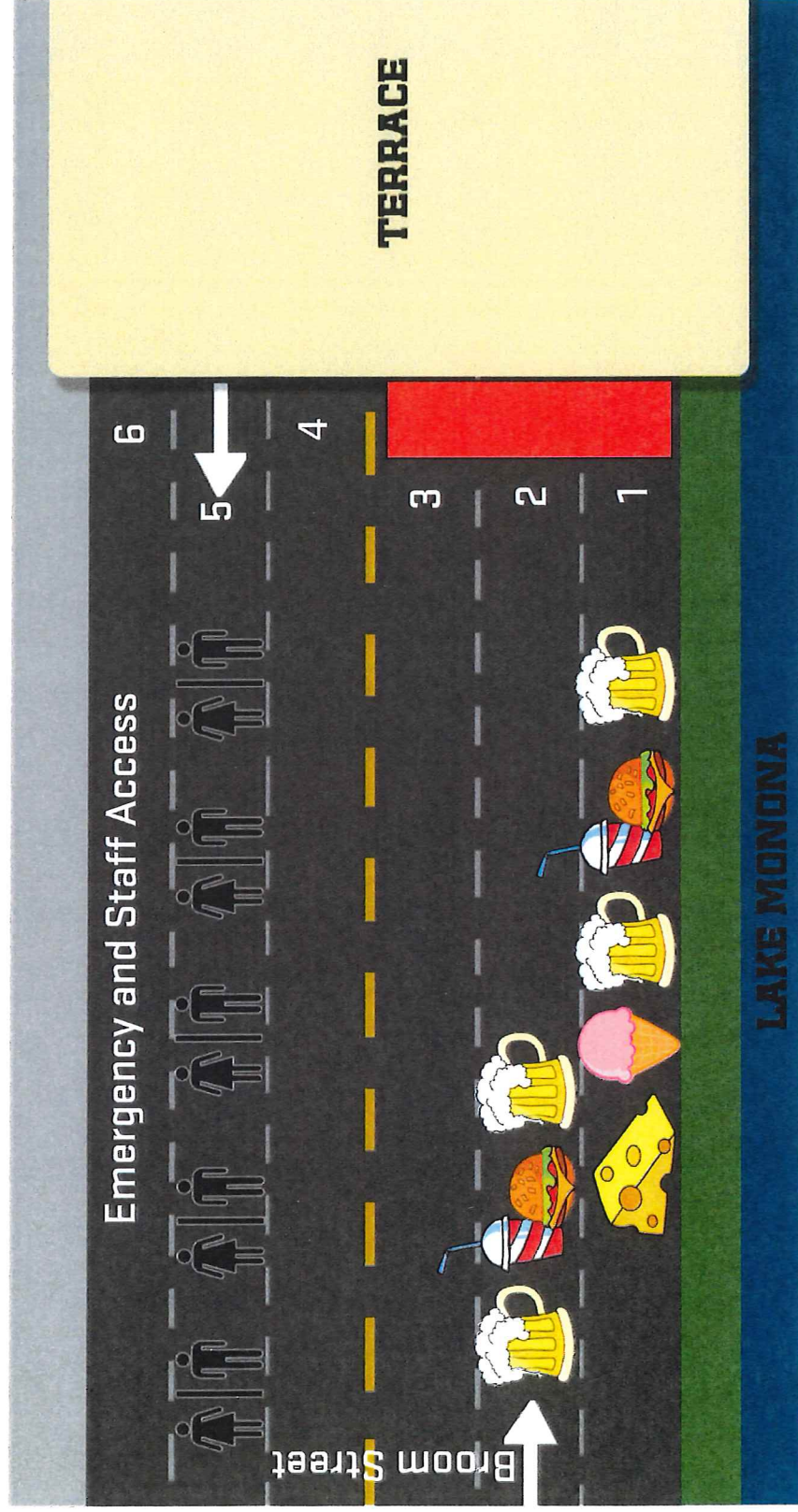
5 am – John Nolen Drive is swept by a street sweeper.

6 am – John Nolen Drive re-opens to vehicle traffic.

7 am – Lake cleaning resumes.

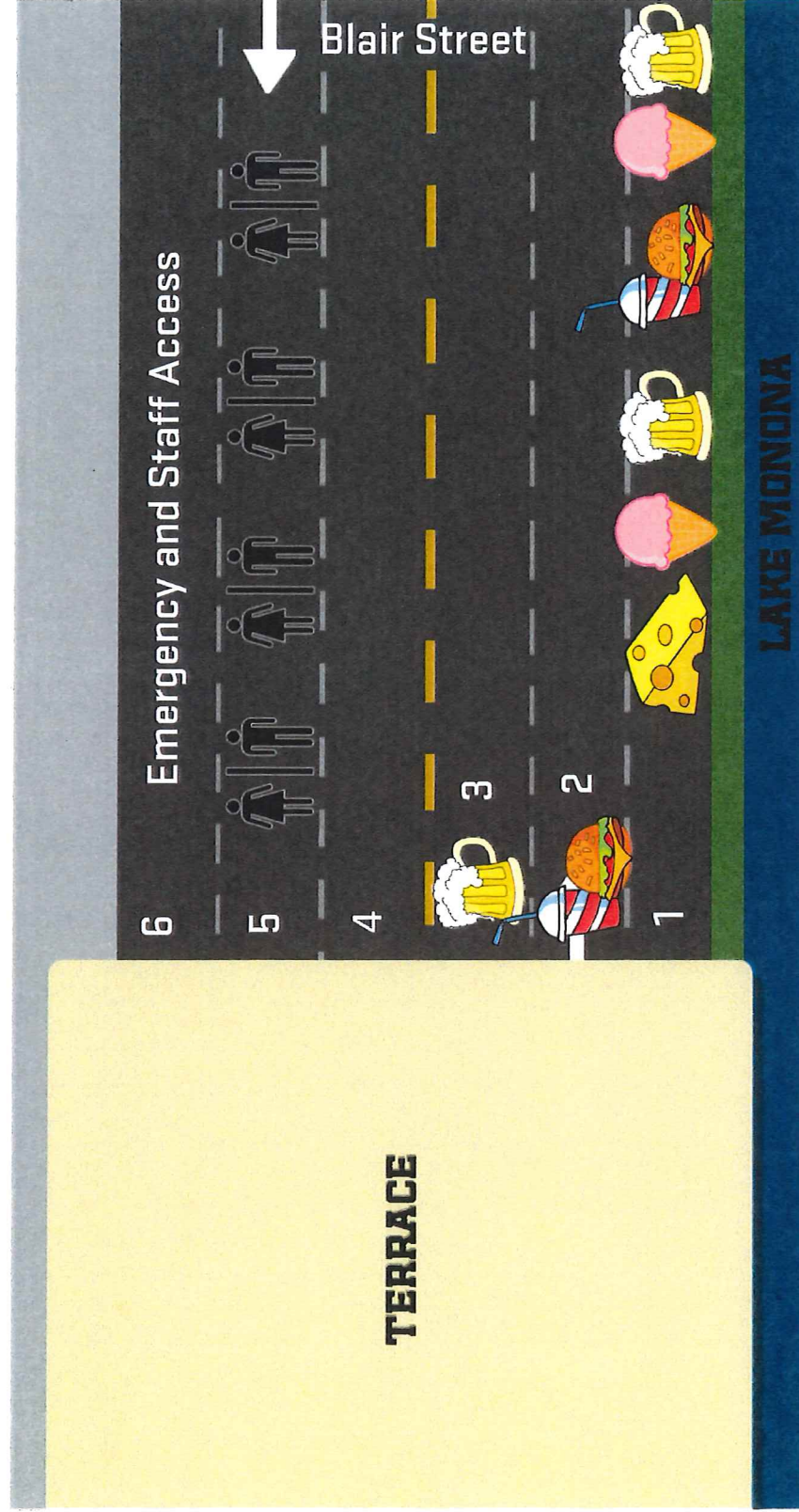
Noon – Olin Boat Launch is cleared.

FESTIVAL SITE MAP: WEST TERRACE



150 portable restrooms spread out between both sides of the Terrace
Space under the Terrace will be Mallards Back of House set-up

FESTIVAL SITE MAP: EAST TERRACE



150 portable restrooms spread out between both sides of the Terrace
Space under the Terrace will be Mallards Back of House set-up

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "FESTIVAL FOODS SHAKE THE LAKE" will be held JUNE 27, 2015 (Rain Date June 28) at John Nolen Drive between Broom Street and Blair Street.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "FESTIVAL FOODS SHAKE THE LAKE" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. 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

- 1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT: CONOR CALOIA.

B. Emergency Notification

- 1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
- 2. We ☒ will / ☐ will not have on-site EMS (CITY OF MADISON FIRE EMS)
- 3. We ☒ will / ☐ will not have on-site Police or Security (CAPTAIN CARL GLOEDE, CITY OF MADISON, PLUS RTM AND MALLARDS SECURITY)

C. Severe Weather

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

D. Fire

- 1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
- 2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
- 3. If cooking is intended, you must contact the fire department and -

- a) Must have a valid fire extinguisher, 2A10BC
- b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
- c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
- d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

E. Medical Emergencies

1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
3. 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

1. The need for constant Law Enforcement presence at this event
☒ has / ☐ has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
2. 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

1. Access for Emergency Vehicles will be maintained at all times.
2. 20' Fire Lanes are required to be kept open at events.
3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
5. Crowd control will be managed by: CITY OF MADISON POLICE, RTM, AND MADISON MALLARDS.
6. Parking for vendor and staff vehicles will be: IN THE MONONA TERRACE TUNNEL FOR LARGE VEHICLES. STAFF WILL BE BUSSED IN FROM WARNER PARK.
7. Parking for attendee vehicles will be: PUBLIC AND RAMP PARKING IN DOWNTOWN MADISON.

V. CONTACT INFORMATION

Primary Contact	CONOR CALOIA	608.509.3367
Secondary Contact	VERN STENMAN	608.575.4267
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 261-9694