

## STREET USE PERMIT APPLICATION

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

### EVENT INFORMATION

Name of Event Freakfest 2015

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) 10/30 - 11/1

Rain Date(s) \_\_\_\_\_

Event Start Date(s)/Time(s) 10/31/2015 6:00 PM

Set-Up Date(s)/Time for Event 10/30 6:00 PM

Event End Date(s)/Time(s) 11/1/2015 4:00 AM

Take-Down Time 11/1 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, statutes and laws.

Signature \_\_\_\_\_

Date \_\_\_\_\_

## **Addendum A – Event Grounds**

1) EFFECTIVE DATE: This permit is effective from October 30, 2015 through November 1, 2015. 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 10/30 and will continue until deconstruction is complete early Sunday morning 11/1 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. 30th and then again 2:00 PM on Oct 31<sup>st</sup> until 4:00 AM Nov 1st.

- Location B (Buckeye Lot):
  - o 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 Oct 31st and concluding at 4:00 AM on Nov 1st
- Location C (W Gilman St):
  - o W Gilman St from State Street intersection up to N Henry St.
  - o Full access to this site from 8:00 am on Oct 31<sup>st</sup> to 4:00 am Nov 1<sup>st</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 Oct 31<sup>st</sup> to 4:00 am Nov 1<sup>st</sup>
- 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 Oct 31<sup>st</sup> to 4:00 am Nov 1<sup>st</sup>

#### 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:
  - o Gorham St parking lot
  - o W Mifflin St Parking area detailed above
  - o 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 street of W Gorham, where it connects with State St. A foot print of 20'w x 20'd x 15'h will be occupied by a tent, leaving enough space for an emergency lane. Inside the tent, Pepsi will be sampling non-alcoholic drinks and giving away miscellaneous items such as neck beads and t-shirts. All has been approved by MFD and MPD.
- 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 10/30:

6:00 PM        Site A: Capitol Square Stage build

Saturday 10/31:

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: 10/31/2015  
Date Permit Granted:

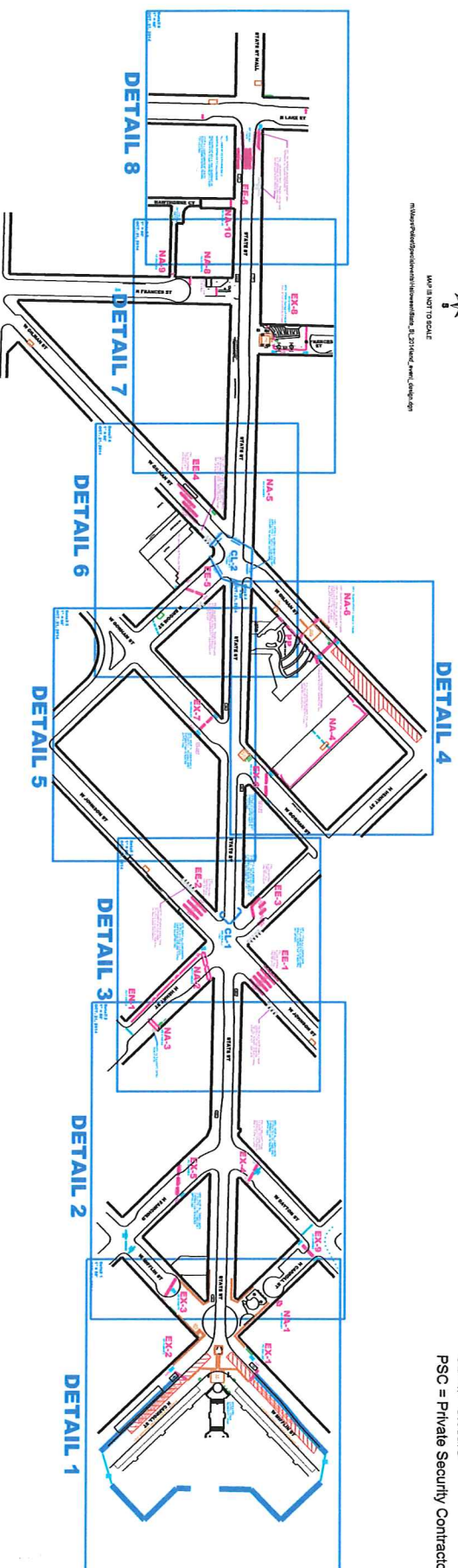
The purpose of this Addendum B is to address the ticketing system and method of allocating costs for the Street Use permit for the about Street Use Permit issued to Event Sponsor/Applicant Frank Productions, Inc.

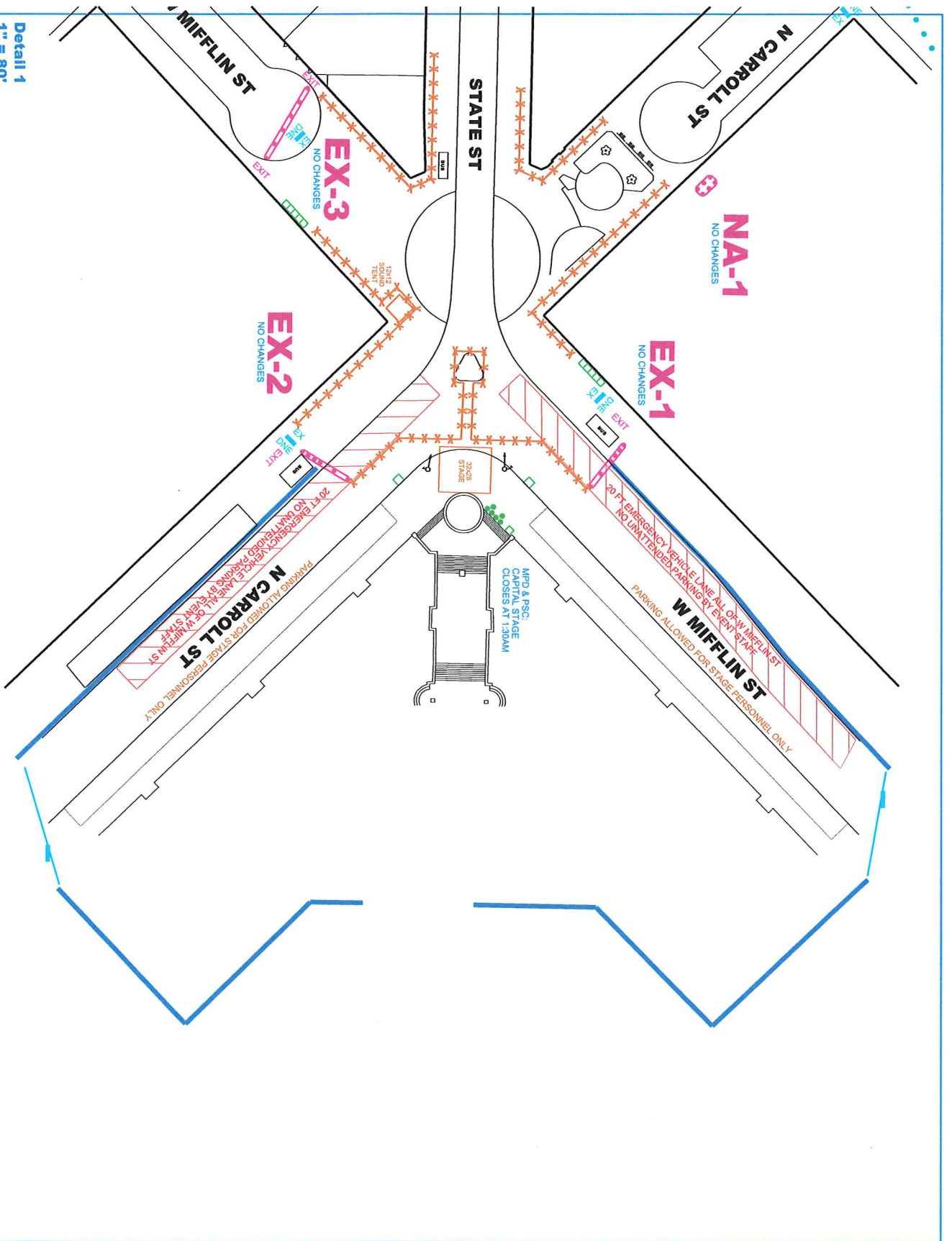
- (A)** City will control access to a larger perimeter (to be determined by City staff, and not part of this permit.) This perimeter will be fenced, gated and controlled by the City for purposes of public safety & crowd control.
- (B)** Tickets will be required to enter at the gated entrances. Purpose 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.

# END OF EVENT DETAILS

OCT. 21, 2014

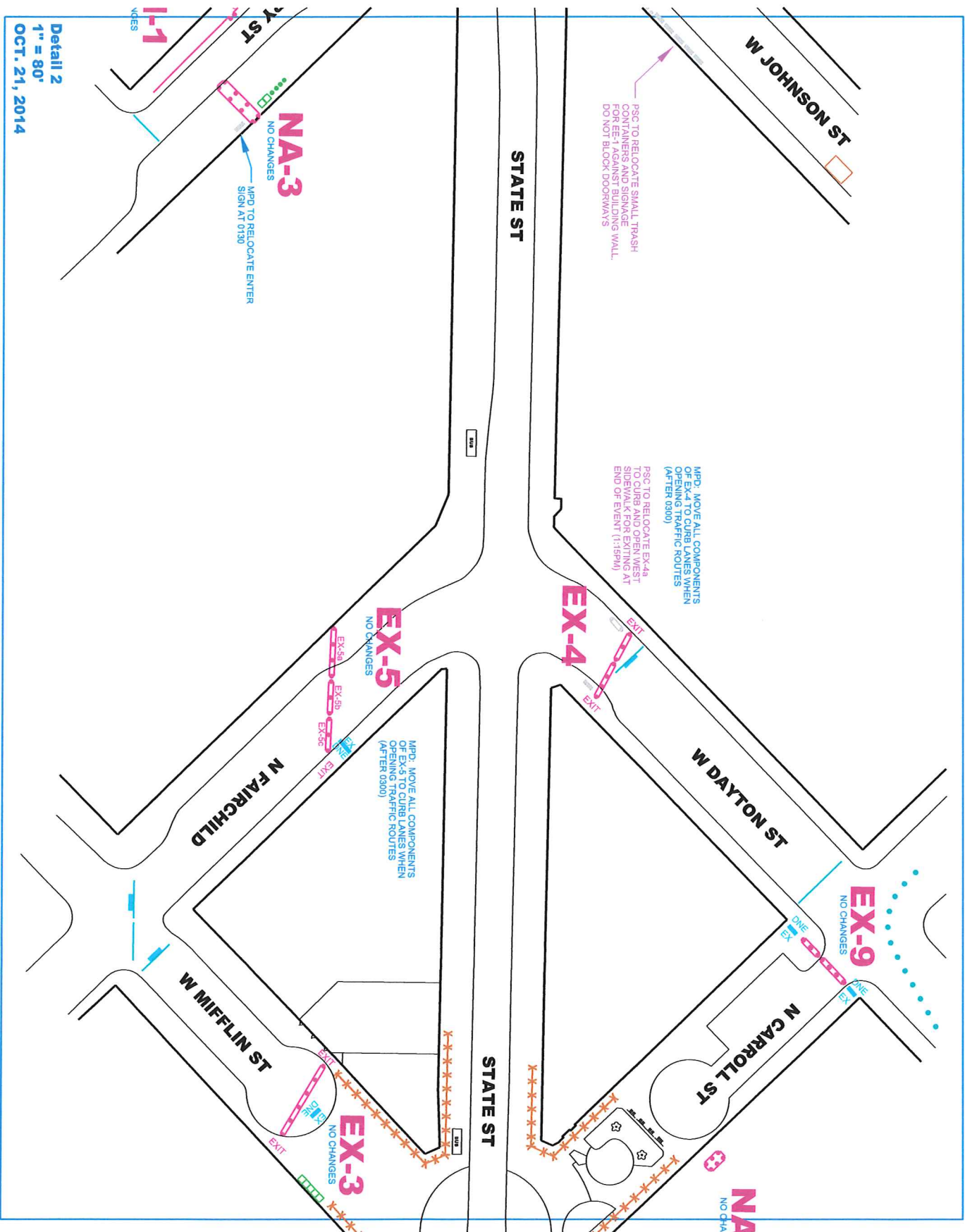
EN - # Entrance Only  
EX - # Exit Only  
EE - # Entrance & Exit  
NA - # No Access  
CL - # Closure  
PSC = Private Security Contractor





Detail 1  
1" = 80'  
OCT. 21, 2014





MPD: MOVE ALL COMPONENTS OF EE-1 AND EE-3 TO CURB LANES WHEN OPENING TRAFFIC ROUTES (AFTER 0300)

**EE-3**

PSC: ALLOW EXITING THROUGH ALL CHUTES ON EE-3

MPD: DEPLOY CL-1 AS NEEDED. PROVIDE 10' EXIT AT BUILDING CORNERS FOR CLEARING 300 BLOCK OF STATE ST ONLY, THEN CLOSE STATE ST.

**EE-1**

PSC: ALLOW EXITING THROUGH ALL CHUTES ON EE-1

**STATE ST**

**CL-1**

INPLACE NLT 1:15AM

**EE-2**

PSC: ALLOW EXITING THROUGH ALL CHUTES ON EE-2

MPD: MOVE ALL COMPONENTS OF EE-2, AND NA-2 TO CURB LANES WHEN OPENING TRAFFIC ROUTES (AFTER 0300)

**NA-2**

NO CHANGES

**N HENRY ST**

**EN-1**

NO CHANGES

**NA-3**

NO CHANGES

MPD TO RELOCATE ENTER SIGN AT 0130

**W JOHNSON ST**

**STATE ST**

CONSTRUCTION FENCE

PSC TO RELOCATE SMALL TRASH CONTAINERS AND SIGNAGE FOR EE-1 AGAINST BUILDING WALL. DO NOT BLOCK DOORWAYS

PSC TO RELOCATE SMALL TRASH CONTAINERS AND SIGNAGE FOR EE-1 AGAINST BUILDING WALL. DO NOT BLOCK DOORWAYS

**Detail 3**  
1" = 60'  
OCT. 21, 2014

MPD: GILMAN STAGE CLOSURES AT 1:00AM

## NA-6

PSC: GILMAN STAGE CLOSURES AT 1:00AM

PSC TO OPEN NA-6a, 6b, 6d, 6g ONLY  
TO ALLOW EXITING DOWN BOTH  
SIDEWALKS AT END OF EVENT  
ALL OTHER FENCING TO REMAIN.

PSC TO PROVIDE SECURITY BEHIND  
STAGE AFTER EVENT DURING EXITING

PSC TO PROVIDE SECURITY FOR PARK  
EXITING TO STATE STREET TO USE  
PARK SIDEWALKS ONLY

## NA-4

N HENRY ST

BIKE LANE  
W GORHAM ST

W GILMAN ST

PP  
PEACE PARK

VISITOR  
CENTER

Detail 4  
1" = 60'

OCT. 21, 2014

STATE ST

20x20  
SPONSOR  
TENT

## EX-6

NO CHANGES

MPD: MOVE ALL COMPONENTS  
OF EX-6 TO CURB LANES WHEN  
OPENING TRAFFIC ROUTES  
(AFTER 0300)

EXIT USES  
SIDEWALK

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

EXIT

VISITOR  
CENTER

STATE ST



**EX-6**  
NO CHANGES

MPD: MOVE ALL COMPONENTS  
OF EX-6 TO CURB LANES WHEN  
OPENING TRAFFIC ROUTES  
(AFTER 0300)

MPD:  
DEPLY  
10' EXIT  
CLEARIN  
ONLY TI

808

STATE ST

808

C: RELOCATE SMALL TRASH CONTAINERS  
D SIGNAGE ALONG BUILDING WALLS  
LOW EXITING DOWN BOTH SIDEWALKS AT  
D OF EVENT

**EX-7**  
NO CHANGES

MPD: MOVE ALL COMPONENTS  
OF EX-8 TO CURB LANES WHEN  
OPENING TRAFFIC ROUTES  
(AFTER 0300)

EXIT USES  
SIDEWALK

N BROOK ST

W GORHAM ST

W JOHNSON ST

Detail 5  
1" = 60'  
OCT. 21, 2014



**NA-5**  
NO CHANGES

MPD: AFTER CLEARING GILMAN STAGE AREA & STREET DEPLOY CL-2a BUILDING CORNER TO BUILDING CORNER

**PP**  
PEACE PARK

VISITOR CENTER

STATE ST

STATE ST

**CL-2**  
INPLACE NLT  
1:25AM

PSC: RELOCATE SMALL TRASH CONTAINERS AND SIGNAGE ALONG BUILDING WALLS. ALLOW EXITING DOWN BOTH SIDEWALKS AT END OF EVENT

PSC: ALLOW EXITING THROUGH ALL CHUTES ON EE-4

**EE-4**

EXIT  
EXIT  
EXIT  
EXIT  
EXIT

PSC: NO EXITING THROUGH THE ALLEY

**EE-5**

PSC: RELOCATE SMALL TRASH CONTAINERS AND SIGNAGE ALONG BUILDING WALLS. ALLOW EXITING DOWN BOTH SIDEWALKS AT END OF EVENT

EXIT  
EXIT

W GILMAN ST

DORM

RESTAURANT

ALLEY

N BROOK ST

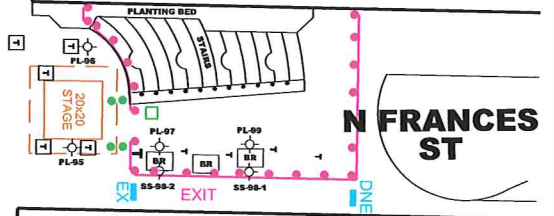
W GORHAM ST

Detail 6  
1" = 60'  
OCT. 21, 2014

**EX-8**

NO CHANGES

MPD: STAGE CLOSSES AT 1:30AM  
PSC: STAGE CLOSSES AT 1:30AM



**STATE ST**

BUS

**A-10**

CHANGES

**NA-8**

NO CHANGES

PSC TO STAFF  
THIS AREA

**NA-9**

NO CHANGES

Detail 7  
1" = 60'  
OCT. 21, 2014

**N FRANCES ST**

CONSTRUCTION FENCE

COVERED WALKWAY  
CONSTRUCTION FENCE

**STATE ST**

**EE-4**

PSC: ALLOW EXITING  
THROUGH ALL  
CHUTES ON EE-4

PSC: RELOCATE  
AND SIGNAGE AT  
ALLOW EXITING  
END OF EVENT

**W GILMAN**

Detail 8  
1" = 60'  
OCT. 21, 2014

