

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: FESTIVAL FOODS SHAKE THE LAKE

Event Organizer/Sponsor: MADISON MALLARDS

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 SHERMAN AVE

City/State/Zip: MADISON, WI 53704

Primary Contact: CONOR CALOIA

Work Phone: 608.509.3367

Email: CONOR@MALLARDSBASEBALL.COM

Phone During Event: 608.509.3367

Website: WWW.SHAKETHELAKE.ORG

FAX: 608.246.4163

Secondary Contact: VERN STENMAN

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: 90,000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☒ Yes ☐ No

Hours: 4PM to 11PM

## EVENT CATEGORY

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

## 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: JOHN NOLEN DRIVE BETWEEN BROOM AND BLAIR STREET

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: 6/24/2017

Event Start and End Times: 4PM UNTIL 11PM

Rain Date (if any): 6/25/2017

Set-Up Start Time: 6AM

Take-Down Start Time and End Times: 6AM, JUNE 25, 2017  
TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?

☒ Yes ☐ No  
☐ Yes ☐ No

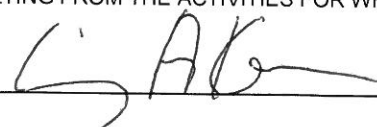
**If class B license is denied, will the event(s) occur?**

LAK 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



Date

2/8/17

## **Festival Foods Shake the Lake Event Operations Timeline**

**Date:** June 24, 2017, Rain Date, June 25, 2017

**Location:** John Nolen Drive between Blair Street and Broom Street

**Event Manager:** Conor Caloia, 608.509.3367, [conor@mallardsbaseball.com](mailto:conor@mallardsbaseball.com)

### **Monday, June 12**

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

8 am – Signage will be posted at Olin boat launch indicating dates of launch closure.

### **Friday, June 16**

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 23**

4 am – City of Madison Streets sweeps John Nolen Drive.

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 dumpsters in Law Park, Monona Terrace and at Olin boat launch.

Before Noon – US Foods and Alaskan Ice trucks dropped in Monona Terrace east lot.

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

6 pm – Law Park Parking lot is closed to the general public. Overnight security starts. Law Park can be used as a staging location. Cannonball will park his trailer here overnight.

### **Saturday, June 24**

6 am – Road closure of John Nolen Drive between Broom Street and Blair Street will begin. City of Madison Traffic Engineering places barricades and barricades are secured by security. 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 A to Z Rental with power 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 and railroad is blocked off.

6 am – Propane station is established in Monona Terrace east lot.

7 am – Stages are placed on-site by Intellasound.

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

7 am – First of 150 porta potties are placed in lane 5 throughout the event zone. 12 ADA accessible porta potties will be placed in lane 1.

8 am – Food and beverage tent install begins.

9 am – Nine beverage trailers are loaded into the event zone. Trailers will be placed by Wisconsin Distributors.

9 am - Food and beverage tent load in for Mallards concessions operations.

10 am – Garbage and recycling receptacles placed throughout event zone.

10 am – Food vendor arrival.

10 am – Mallards Kid Zone set-up. Inflatables will be staked in Law Park, all inflatables will be licensed.

12 pm – Barricade is placed to establish the event zone.

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

3 pm – Event management meeting with Mallards and on-site agency management. Meeting will take place in CV-1 parked in the west surface lot of Monona Terrace.

3 pm – Event management team assesses weather conditions with Fire and Police after consulting with a meteorologist. Conference call will be held for all parties to convene.

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

3 pm – Madison Police staffing begins in event zone.

3 pm – Fire Inspector is on-site.

4 pm – Mallards staff clears Monona Terrace rooftop and sets up ticket operation on Monona Terrace Rooftop. Will Call at Monona Terrace opens for ticketing Rooftop event.

4 pm – EMS teams arrive on-site.

4 pm – Event zone opens and live music begins on both stages. Food and beverage service starts and Kid Zone opens up.

6 pm – Monona Terrace Rooftop opens to ticketed guests.

6 pm – Mad Rollin Dolls Roller Derby in Law Park parking lot.

8 pm – Fire truck and dive team arrive on scene in preparation for cannonball launch.

8:45 pm - the Human Cannonball, Dave “the Bullet” Smith, launches himself into Lake Monona from the shore on the east side of the Monona Terrace.

10:00 pm – Fireworks show begins.

10:40 pm – Fireworks show ends.

10:45 p m – Clearing of the event zone begins.

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

11:30 pm – General public is cleared from the event zone.

11:30 pm - 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 25**

4 am – Event zone is cleared by all vendors. Private cleaning resumes in event zone.

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

7 am – Lake cleaning resumes.

Noon – Olin Boat Launch is cleared.

### **Monday, June 26**

4 am – Event zone is swept by City of Madison Street Sweeper.

### **Additional Logistical Information**

#### **Road Closures**

At 6 am, City of Madison Traffic Engineering will be closing John Nolen Drive at Broom and Blair Streets.

At this time private security will be patrolling both points of entry and limiting access to only authorized personnel.

#### **Event Zone**

The perimeter of the event zone will be established approximately 150 feet back from the road closures. This will be established by 10 foot barricades. Entry points will be monitored to limit carry ins. Security will be performing bag checks and Mallards staff will be greeting and welcoming guests as they enter the event zone.

#### **Tent Set-Ups**

##### **Info Tents**

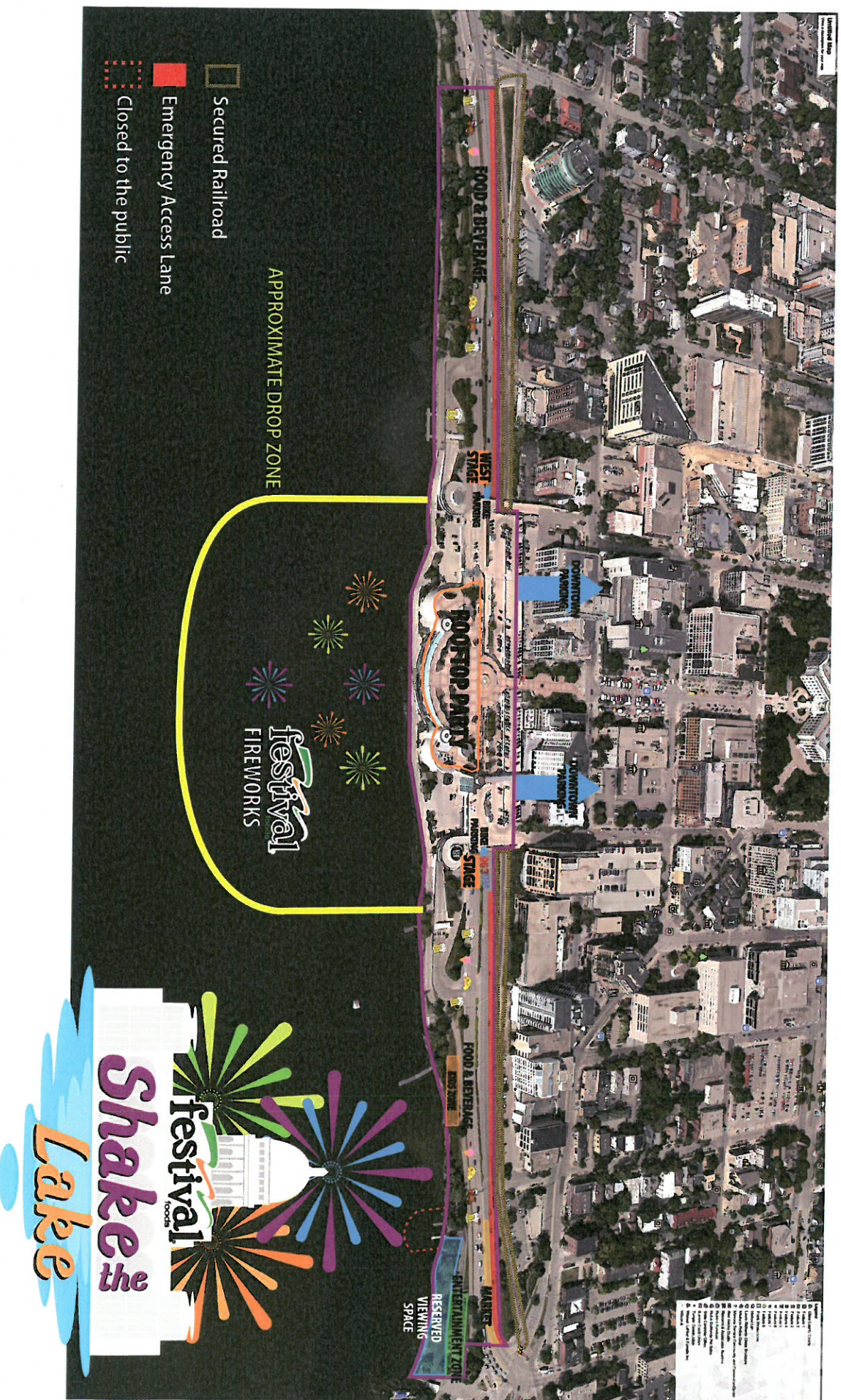
There will be one tent located near Broom entrance and one near Blair Street entrance. These tents will be 10 x 10 and have two staff members and two eight foot tables. These tents will be located in lane four to be set apart from food tents.

##### **EMT Tent**

There will be an EMT Tent located in the east Monona Terrace lot.



# 2017 Event Map





**EAST  
SIDE  
TERRACE**

**BIKE  
PARKING**

**EMERGENCY ACCESS - LANE 6**

**LANE 5 - 75 STANDARD PORTABLE RESTROOMS**



**LANE 5 - MARKET**

**GUEST  
SERVICES**

**STAGE**



**LANE 1 - VENDORS**

**KIDS ZONE**

**ENTERTAINMENT ZONE**

**LAKE MONONA**

**RESERVED VIEWING SPACE**

EMERGENCY ACCESS - LANE 6

LANE 5 - 75 STANDARD PORTABLE RESTROOMS

GUEST  
SERVICES

BIKE  
PARKING



STAGE

WEST  
SIDE  
TERRACE



LANE 1 - VENDORS



LAKE MONONA

- The fireworks will be placed on six 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.
- The initial clean-up of Lake Monona will take place immediately following the fireworks show with spotlights. A more thorough cleaning will be done at sunrise.

### **Trash and Recycling Plan**

The Mallards have contacted Superintendent of Madison Streets, Chris Kelly for assistance with trash and recycling. On the Friday before the event, Madison Streets will drop approximately 150 receptacles for trash and recycling. The Mallards will disperse these containers throughout the event zone. Following the event all of the containers will be returned their original location and dumped. There will be several large dumpsters to be used during the event and also a dumpster placed at the Olin Boat Launch for fireworks refuse.

The Mallards will employ a third party cleaning company to clean the event zone throughout the day and clean up following the event. Clean-up will be completed by 6 am on Sunday, June 25.

### **Bicycle Parking Plan**

In addition to available bike parking throughout downtown Madison, the Mallards will designate space in the tunnel under the Monona Terrace for bicycle parking. The Mallards will provide two bike valet locations staffed by Mallards personnel. The Mallards are doubling the bike parking for the event by adding a second bike park location on the west side of the terrace to address demand. Bike parking locations will be located in lane 4 on the edge of the terrace tunnel on both the east and west side.

### **Monona Terrace Service Lot Parking Assignments**

East Lot  
 CV1  
 Human Cannonball  
 West Lot  
 Propane Manifold  
 Main Food Set-up  
 Pepsi  
 Media Parking  
 US Foods Truck  
 Schoep's Ice Cream  
 A to Z RentAll



# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "FESTIVAL FOODS SHAKE THE LAKE" will be held JUNE 24, 2017 at on John Nolen Drive between Broom and Blair Streets.

## 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 EMS)
- 3. We ☒ will / ☐ will not have on-site Police or Security (CITY OF MADISON POLICE, LT. BRIAN CHANEY AUSTIN PLUS PRIVATE SECURITY AND MADISON MALLARDS SECURITY PERSONNEL.)

### 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 Conor Caloia 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 Conor Caloia 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, MADISON MALLARDS AND PRIVATE SECURITY.
6. Parking for vendor and staff vehicles will be: IN THE MONONA TERRACE TUNNEL AND SURFACE LOTS FOR LARGE VEHICLES. MALLARDS EVENT STAFF WILL BE BUSSED FROM WARNER PARK.
7. Parking for attendee vehicles will be: PUBLIC AND RAMP PARKING IN DESIGNATED LOTS THROUGHOUT DOWNTOWN MADISON.

#### **V. CONTACT INFORMATION**

Primary Contact	CONOR CALOIA	608.509.3367
Secondary Contact	VERN STENMAN/ LIZ KERN	608.575.4267/ 715.459.2608
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420

Non-Emergency	Madison Police Department	(608) 255-2345
---------------	---------------------------	----------------





# CERTIFICATE OF LIABILITY INSURANCE

MADIMAL-01

KBURCUM

DATE (MM/DD/YYYY)

2/11/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> TRICOR, Inc. - Madison 2001 W Beltline Hwy Ste 201 Madison, WI 53713		<b>CONTACT NAME:</b> Karyn Burcum <b>PHONE (A/C, No, Ext):</b> (608) 288-1800 <b>FAX (A/C, No):</b> (608) 723-6440 <b>E-MAIL ADDRESS:</b>		
<b>INSURED</b>  Shake the Lake Madison LLC Madison Mallards LLC Conor Caloia 2920 N Sherman Avenue Madison, WI 53704		<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
		<b>INSURER A :</b> NSI / West Bend Mutual		
		<b>INSURER B :</b>		
		<b>INSURER C :</b>		
		<b>INSURER D :</b>		
		<b>INSURER E :</b>		
		<b>INSURER F :</b>		

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X		A113482	06/14/2016	06/29/2016	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 0 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> DED <input type="checkbox"/> RETENTION \$ 0			A113482	06/14/2016	06/29/2016	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
Event: Shake the Lake (Special Event Policy - NOTE: Certificate already on file for all other annual lines.)

Coverage applies only to the extent provided by the policy and subject to all of the policy terms, conditions, exclusions, endorsements and all applicable laws.

**CERTIFICATE HOLDER****CANCELLATION**

City of Madison c/o Risk Management  
210 Martin Luther King Jr. Boulevard, Room 406  
Madison, WI 53703

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE