

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Orpheum Presents State Street Sounds

Event Organizer/Sponsor: The Orpheum Theater

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: 216 State Street

City/State/Zip: Madison, WI 53703

Primary Contact: Jim Uhl (General Manager)

Work Phone: (608) 609-0861

Email: jimuhl@livenation.com

Phone During Event: (608) 609-0861

Website: www.madisonorpheum.com

FAX: N/A

Secondary Contact: Mark Kapusniak (Productions)

Work Phone: (608) 416-4633

Email: markkapusniak@livenation.com

Phone During Event: (315) 575-1603

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: Second Harvest

Estimated Attendance: 3,500 people

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☒ Yes ☐ No

Hours: 3:30pm to 8:30pm

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: 200 Block of State Street

EVENT DATE(S)/SCHEDULE

Date(s) of Event: September 23, 2017

Event Start and End Times: 4:00pm-8:00pm

Rain Date (if any): Event will move indoors

Set-Up Start Time: 9:00am

Take-Down Start Time and End Times: 9:00am-12:00am

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

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

☐ Yes ☒ No

_____ 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

6/5/17

The Orpheum Theater Presents Local Brews Local Grooves:

Saturday, September 23, 2017

9:00 am – 4:00 pm: Set up

12:00pm: Rain Determination is made

(If the weather is determined unfit for an outdoor concert, preparations will begin for bringing the concert into the Orpheum Theater. The full “Rain Day Plan” is located in Section IV part C, “Severe Weather”.)

4:00 pm: Gates and Bars Open

4:00 pm – 8:00 pm: Amplified Noise

4:00 pm – 8:00 pm: Outdoor Stage Presents Multiple Local Bands

8:00pm: Event Ends, Bars Close, Crowd begins to leave

8:30pm: Tear Down and Clean Up

12:00 am: Street reopens to regular use

The Orpheum Theater Presents Local Brews Local Grooves is an outdoor and indoor event. This application represents all of the outdoor activities associated with the event. Although there will also be free performances inside The Orpheum Theater, details for those performances are not included in this application. Additional security will also be posted inside the theater in compliance with The Orpheum Theater and Live Nation Entertainment’s standards for safety.



Bike Rack	Total Area in front of stage 372' x 50' = 18,600' ²
Stage @ 24x20'	<u>Space killed:</u>
Concessions/Merch	4 @ 6' x 16' = 384' ²
FOH @ 12x12	1 @ 12 x 12 = 144' ²
Porta-potty	12 @ 3 x 3 = 108' ²
Security Position	★
ID Station	1 @ 12 x 12 = 144' ²
Trash Cans	●
	<u>Total kills = 780'²</u>

Capacity calculation:

18,600-780 = 18,012 usable square footage

17820/5'² per person =

3564 TOTAL CAPACITY

EMERGENCY ACTION PLAN for
The Orpheum Theater Presents Local Brews Local Grooves

I. General Information:

Event Name: The Orpheum Theater Presents Local Brews Local Grooves

Date: Saturday, September 23, 2017

Event Time: 4:00pm-8:00pm

Location: 200 Block of State Street

Event Organizer: The Orpheum Theater – www.madisonorpheum.com

Primary Contact:

Jim Uhl – General Manager of the Orpheum Theater

Phone: (608) 609-0861

E-mail: jimuhl@livenation.com

Secondary Contact:

Mark Kapusniak – Productions Manager of the Orpheum Theater

Phone: (315) 575-1603

E-mail: markkapusniak@livenation.com

Event Headquarters and Incident Command/Control: The Orpheum Theater

Address: 216 State Street, Madison, Wisconsin 53703

II. Purpose of Emergency Action Plan

- A. The emergency action plan predetermines actions to take place before and during “The Orpheum Theater Presents Local Brews Local Grooves” (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. The follow plans represent The Orpheum's commitment to presenting a safe event.

IV. Emergency Plans

The following plans represent The Orpheum's commitment to presenting a safe event. While this will be our first combined indoor and outdoor event, The Orpheum consistently hosts safe entertainment events within the venue. Our experience from our indoor concerts allows us to present a cohesive safety plan with knowledgeable leaders and practiced procedures.

A. Emergency Action Plan Representative/Primary Contact:

Jim Uhl – General Manager of the Orpheum Theater - (608) 609-0861

Security: Orpheum will use a combination of our own team of security personnel and contracted security with Original RTM to provide protection services for stage and entry/exit points. We will have security available 12:00pm-10:00pm, with the majority of the security team scheduled during the event, 4:00pm-8:30pm.

B. Emergency Notification and Event Communication

Should the event occur that EMS or the Fire Department is needed, Jim Uhl will be contacted and will request this resource using 911. When calling Jim will be prepared with the nature of the emergency, precise location, and contact person with a callback number. If Jim is unable to make the emergency call, staff members will be advised to make the call themselves. They should also will be prepared with the nature of the emergency, precise location, and contact person with a callback number.

If a staff member has to call 911, Jim Uhl will be notified by the reporting person immediately, in person, by radio, or by phone. The reporting person must continue to attempt contact with Jim until contact is made. (Additional plans for medical emergencies appear in section IV part E.)

During the event all event staff (Security, Bartenders, Managers, etc.) will be wearing two way radios. With bartenders and security covering the entire block the radios will help provide all with clear communication to one another.

Radio Channels will be used as follows:

Channel 1: Production

Channel 2: Security

Channel 3: Headquarters/Box Office

Channel 4: Cleaning

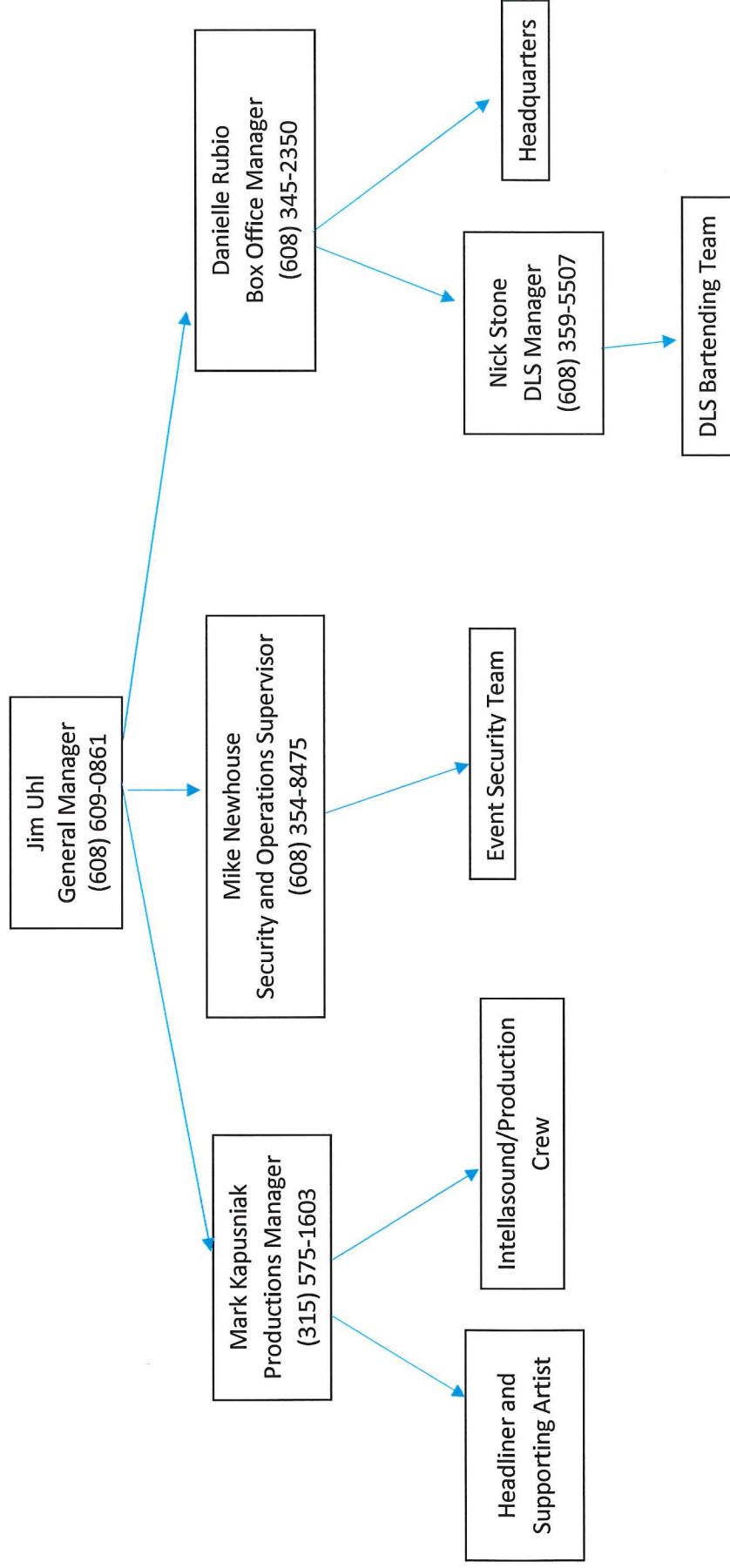
Channel 5: Long conversations that should be taken off the other channels

Channel 6: Medical

Channel 7: Bartenders (DLS)

If an all staff announcement needs to be made, the chart on the following page will be used for getting the information out quickly.

All Staff Emergency / Incident Phone Tree



In the case of any emergency or incident, all media inquiries about said emergencies and incidents must be directed to Jim Uhl.

C. Severe Weather

Pre-Event: Jim Uhl, the General Manager of the Orpheum Theater, will monitor weather prior to the event. At 12:00pm the day of the event Jim will determine if the predicted weather will be suitable for the outdoor concert. In the event of predicted weather that will hinder the outdoor concert, the outdoor stage will be moved into the Orpheum Theater. If the stage is moved into the Orpheum Theater the set up and event schedule will go as follows:

Rain Day Event Schedule – Saturday September 23, 2017

12:00pm: Rain Day Determination is made

12:00pm – 3:00pm: Set up

4:00 pm: Doors and Bars Open

4:30 pm – 8:30: Multiple stages within the Orpheum will present the local bands

8:30pm- 9:15pm: House Music and Bars Open

9:30pm: Guests have left the building, Tear down and Clean Up Commence

In the event that severe weather is forecasted that would be dangerous for an indoor concert, the event will be cancelled.

During Event: If the weather is to shift unexpectedly during the event, Jim Uhl and Mark Kapusniak (Productions Manager of the Orpheum Theater) will determine if the weather is unfavorable enough to interrupt the event. In the case that the weather does require a change in the events schedule, the event crew will respond as follows:

Unexpected Rain but not Severe Weather: If rain is impending or happening, Jim Uhl and Mark Kapusniak will determine if the event will continue outdoors. If the event needs to be moved inside due to unfavorable weather, event staff will welcome attendees into the Orpheum Theater and show will continue on the mainstage

Unexpected Severe Weather: If unexpected severe weather begins to occur during the event, Jim Uhl and Mark Kapusniak will notify Michael Newhouse (Operations and Security Supervisor of the Orpheum Theater). Mark Kapusniak will be responsible for notifying the artists and the stage crew, as well as making an announcement encouraging audience members to seek shelter. Michael Newhouse will instruct his security team assist audience members in finding a severe weather safety zone. If necessary, Mark Kapusniak will make an announcement on the public addressing system encouraging guests to make their way to the Capitol building. Jim Uhl will speak with the onsite officer and they will request that the capitol open its doors to provide a safe place for our guests to wait for the bad weather to pass

D. Fire

There has not been an increased risk of fire identified for this event. In the case of a fire, event staff will notify Jim Uhl via radio immediately. Jim Uhl will call 911. If Jim Uhl does not respond on the radio, event staff member should call 911.

E. Medical Emergencies - First Aid

There will be at least 1 Emergency Medical Technician on site for the entirety of the event. All injuries will also be responded to by event security. Minor injuries can be attended to in the event headquarters (The Orpheum Theater Emergency Response Center). The Emergency Response Center will be staged by the coat check in the Orpheum Theater. Staff should offer water bottles to those who need them and allow them to rest in the headquarters, sheltered from the heat. There will be a first aid kit at the headquarters. Event staff should provide first aid materials as needed and administer some basic first aid. The onsite EMT should be notified of the injury and will determine if it requires further attention from medical professionals. If further help is needed the EMT will determine the next steps.

In the event of a severe injury or illness, the person who is inflicted should not be moved. The staff member that is first to the incident should call for Michael Newhouse over the radio to inform him to contact the EMT or call 911. If he does not answer the radio, staff member should call 911. Precautions should be taken to keep the injured person safe and comfortable until help arrives.

Any injury, severe or minor, must be recorded by Michael Newhouse on an incident form.

F. Law Enforcement

The need for constant law enforcement presence at this event has been identified. Two City of Madison Police Department Special Duty Officers will be present during all active hours of the event and for 30 minutes of egress (4:00pm-8:30pm). Should an incident occur that requires Law Enforcement, the onsite officers will be contacted to request this resource. The requestor will be prepared with the nature of the emergency, precise location, and contact person with a callback number.

Crowd Management

The primary entrances and exits for the event will be on the W Johnson end of State Street. There will be 2 exits on both sides and 1 entrance in the center. There will also be an entrance and exit directly outside of the Orpheum Theater. Emergency exits will be accessible on the W Dayton/N Fairchild end of State Street as well.

Guests are encouraged to bring canned food donations as an informal "ticket" to the event. Located at the entrances will be bins for guests to place donations. As bins become full staff members will collect the food and place it at headquarters. While guests are entering through the provided gates, security will keep tally of the number of persons entering the event and will inspect guests for any inappropriate items. Signage will notify guests of inappropriate and restricted items prior to inspection.

An eight foot wide path will be sectioned out with bike racks on the north side of State Street allowing for normal access to those businesses. The path will also allow for the businesses to put out their normal patio bar. On the south side of State Street the event will not be blocking the door of Madison Museum of Contemporary Art and Fresco. During the event, security will

monitor all paths, ensuring that the general public is aware of the sidewalk access and that it does not become blocked by event onlookers. Signage will also be placed at either end of the path notifying that the businesses are accessible using said path.

Event Security will also be located outside the event insuring that guests do not congregate on the adjacent streets (W Johnson, W Dayton or Fairchild). People congregating will be encouraged to enter the event or move to a sidewalk.

In the event of an emergency, entertainment will end and an announcement can be made over the Public Addressing System.

For more details on layout, please see attached maps.

Capacity and Anticipated Attendance

The capacity of the outdoor event area is 3,602 people. Security posted at the entrances and exits of the event will count audience members as they enter and exit the event with a digital tally devise. Should the number of people at the event reach capacity (3,602), Security will be notified to close entrances and a "One-in one-out" policy will take effect. Exit Width Available is 16 ft. (For detailed information on the capacity and exit width please see attached maps and calculations.)

The following list represents the people who will be attending the event:

- 20 Orpheum Theater Staff (Management team, Security, Guest Services, Artist Services)
- 20 DLS Bartenders and Management
- 12 Original RTM Security Guards (Additional Security will be posted inside the venue)
- 10 Intellasound Staff (Stage Hands/Union Hands)
- 40 Performers (DJ, Opening Band, Headlining Band)
- No More than 3,500 attendees (Never exceeding capacity)

We will constantly monitor the capacity of this event to ensure our guests are safe and enjoying themselves.

Disorderly Behavior

If disorderly or threatening behavior is identified at the event, event staff should remain calm and attempted to defuse the situation. If staff member decides additional assistance is needed they should contact Michael Newhouse via radio or cell phone ((608) 354-8475). Should the situation continue to escalate two Special Duty Officers are on site for assistance.

Alcohol Containment and Management

Within the event there will be a wristband booth. If the person has a valid ID, is over 21, and will be drinking at the event they will receive a wrist band. Bartenders may also check IDs of patrons at the beer and wine booths.

The event staff at the exits also be monitoring patrons as they leave. Any person carrying alcohol will be reminded that open alcohol must not leave the event gates. Signage will clearly depict the edges of the event and will explain that no alcohol can go beyond that point.

Bartenders will not serve persons who are underage or intoxicated. If any staff member is unsure if a patron is fit to be served should contact Nick Stone (DLS Manager).

Lost Persons

If event staff sees an unattended child they should personally escort the child to event headquarters (The Orpheum Theater Lobby). Staff should NEVER allow another patron to escort the child. Once at headquarters Michael Newhouse will become responsible for the lost child. Staff members should never leave the child alone, Michael Newhouse must be physically present before the staff member can leave the child. If a guardian is not quickly located an announcement will be made from the stage.

Lost adults should be directed to the event headquarters. If the lost adult seems that they need an escort, staff members should provide this to them.

If there is a report of a missing person, child or adult, a staff member should immediately radio the report. The person reporting should be able to give a full description of the person's physical appearance and provide their name.

An announcement should be made over radio when a lost person is located and reconnected with their group. An incident form must be filled out explaining the situation.

Emergency Vehicle Access

A 20 foot wide lane will be left unobscured for emergency vehicle access. During the event it will also be used for pedestrian access

Parking for Guests and Staff

Car parking is available in the State Street Capitol Public Garage located at 214 N. Carroll St Madison, WI 53703. This garage has ground floor parking and elevators which provide accessibility to all guests.

Crisis/Evacuation

If a situation occurs where evacuation is necessary, Jim Uhl will notify staff of the situation via radio or using the incident phone tree. Event staff will then be responsible for calmly notifying the general public. If an evacuation has not begun but a staff member believes that evacuation measures are necessary, they should contact Jim Uhl with the situation.

After the evacuation staff members should meet at event headquarters (The Orpheum Lobby). If event headquarters are at risk staff should meet at the Orpheum offices at 202 State Street. In the event that the entire area needs to be evacuated staff members should go home and await instruction from management.

V. Contact Information

Primary Contact	Jim Uhl	(608) 609-0861
Secondary Contact	Mark Kapusniak	(315) 575-1603
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

The Orpheum Theater Presents Local Brews Local Grooves

Street Clean up and Recycling Plan

- The cans, bottles, and cups that beverages will be served in will all be made of recyclable materials!
- Trash cans and liners will be provided by the Orpheum Theater.
- There will be 12 locations at the outdoor event where guests can dispose of trash and recycling. Locations are provided on the attached map.
- Event staff will monitor the trash and recycling containers and as they become full, a staff member will change them. The full trash and recycling bags will then be taken to the dumpsters associated with the Orpheum.
- After the event, a street cleaning team will pick up any trash or recycling that is left behind.

STREET EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you have marketing information?

☒ Yes ☐ No

If Yes, please continue. If No, skip this form.

How will this event be marketed, promoted, or advertised?

Posters, Newspaper Articles, E-mail Blasts, Radio Promotions

Will there be live media coverage during the event and where will the media vehicles be parked?

There will not be live media coverage during the event

PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: The Orpheum Theater Presents Local Brews Local Grooves

Location: 200 Block of State Street

Public Contact Phone: _____

Website: www.madisonorpheum.com

Admission Cost: Free!

Date of Event: Saturday, September 23, 2017

Beginning/End Time of Event: 4:00pm-8:00pm

Two sentence description of event (for internet calendar):

The ultimate craft beer and music festival! Featuring the finest breweries and the best local bands!

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?

☒ Yes ☐ No

If Yes, please continue. If No, skip this form.

EVENT INFORMATION

Name of Event: The Orpheum Theater Presents Local Brews Local Grooves

Contact Person: Jim Uhl

Location: 200 Block of State Street

Date: September 23, 2017

Type of Amplified Sound:

☒ Band

☒ DJ

☐ Sound System

☒ Speeches/Announcements

☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: September 23, 2017

Time: 3:30PM-8:30PM

STREET EVENT VENDING LICENSE APPLICATION

- ☒ 1-25 Vendors..... \$400.00
☐ 26-100 Vendors..... \$675.00
☐ 101-300 Vendors..... \$975.00
☐ 301 or more Vendors \$1,700.00

EVENT INFORMATION

Name of Event: The Orpheum Theater Presents Local Brews Local Grooves

Event Organizer/Sponsor: The Orpheum Theater

Address: 216 State Street

City/State/Zip: Madison, WI 53703

Date(s) of Event: September 23, 2017 Rain Date(s): No Rain Date

Primary Contact: Jim Uhl

E-mail: jimuhi@livenation.com

Work Phone: (608) 609-0861 Phone During Event: (608) 609-0861

Vendor Name	WI State Seller's Permit #
1. The Orpheum Theater	456-0000611480-04
2. DLS	LICLIB-2016-0029
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STREET EVENT BEER/WINE SALES PERMIT APPLICATION

Permit fee is \$700.00.

Do you plan on selling beer/wine?

☒ Yes ☐ No

If Yes, please continue. If No, skip this form.

EVENT ORGANIZER INFORMATION

Name of Group: The Orpheum Theater

Contact Person: Jim Uhl

Address: 216 State Street, Madison, WI 53703

Work Phone: (608) 609-0861

Phone During Event: (608) 609-0861

Today's Date: May 26, 2017

BEER SALES PERMIT INFORMATION

Any Temporary Class "B" Retailers License application that is in conjunction with a Street Use Permit, must be submitted at least 60 days before the event date and be approved by the Alcohol License Review Committee and the Common Council. See Madison General Ordinance Sec. 38.05(9)(e)2.

Name of the Licensed Bartender: Nick Stone

Security Company: City of Madison Police, Orpheum Security, and The Original RTM

Have you applied for the Temporary Class "B" Retailers License (from the City Clerk's Office)?

☒ Yes ☐ No

Indicate Application Date: 6/5/2017

Have you submitted the Certificate of Insurance with a liquor liability naming the City of Madison as Additional Insured?

☐ Yes ☒ No

Indicate Application Date: We are actively acquiring the Certificate of Insurance and will submit it as soon as we have it.