

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Liz Kern
Madison Mallards Llc
2920 N Sherman Ave.
Madison, WI 53704
Email: Liz@bigtopbaseball.Com
Phone: (715) 459-2608

Contact During Event

Liz Kern
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2920 N Sherman Ave.
Madison, WI 53704
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Phone: (608) 509-2608

Event Information

Name of Event: Festival Foods Shake the Lake

Event Type: One Day

Estimated Attendance: 70000

Is this a new event: No

Event Additional Information

Run/Walk: ☐

Music/Concert: ☒

Festival: ☒

Rally: ☐

Parade: ☐

Posting no parking signs or bagging meters? ☐

Other: ☐

If other, please describe:

Site Map

Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

A helpful online resource for route mapping is: [Map My Run](#)

I understand I must attach site map and route map with this application, if applicable: ☐

Location Information

Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

John Nolan Drive from Broom Street to Blair Street

Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
06/23/2018	6:00 AM	06/23/2018	5:00 PM	06/23/2018	11:00 PM	06/24/2018	6:00 AM	06/24/2018

Temporary (Picnic/Beer) Licenses

Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$):

Yes

Will beer/wine be served (Free of charge)?:

No

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: *

☒

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event:

☒

If the Temporary (Picnic/Beer) License is denied will the event occur?:

No

Street Use Event Vending License

If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required:

☒

Will food and/or merchandise be sold?(\$):

Yes

Estimate number of vendors:

25

Public Amplification Permit

If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

☐

Start Date	Start Time	End Date	End Time	Rain Date
06/23/2018	5:00 PM	06/23/2018	11:00 PM	

SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan:

☒

Equipment Rental - Downtown events only.

Will you need equipment rental from the City of Madison?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

Marketing

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

Do you want this included in the Madison Parks calendar of events?:

Acknowledgement

If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement: ☒

Indemnification

THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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.

I have read the Acknowledgement: ☒

Signature

Signature: Liz Kern

Date: 03/13/2018

2018 Event Map



Festival Foods Shake the Lake Event Operations Timeline

Date: June 23, 2018, Rain Date, June 24, 2018

Location: John Nolen Drive between Blair Street and Broom Street

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

Monday, June 11

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 15

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.

2pm – Slow no wake signs are hung around Lake Mendota and Lake Monona by Dane County Sheriff's Office.

3 pm – Signs placed on bike path about closure on June 23 by Madison Mallards staff.

Friday, June 22

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 23

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 power provider 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 – First load of 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.

12 pm – Fire Inspector is on-site.

1pm – Security briefing with MPD, private security and Mallards management staff in Monona Terrace East Dock.

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

3 pm – Bike path closes from Law Park to Broom Street.

3 pm – Event management meeting with Mallards and on-site agency management. Meeting will take place in Monona Terrace East Dock.

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.

3:30 pm – Mallards staff and barricade will be placed at Wilson Street, Henry Street and Hamilton Street to make ensure only resident traffic enters. Staff will also be placed at Doty School Condos.

4 pm – Mallards event management staff clears event zone and staffs entry and exit points. MPD sweeps event zone and clears area of any questionable items.

4:30 pm – Madison Police staffing begins in event zone.

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 – Bike path reopens but bikers are asked to dismount bike and walk throughout event zone.

5 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.

7:30 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 24

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 25

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

Additional Logistical Information

Road Closures

At 6 am, June 23, 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. Event zone barricade will be placed from lake to fence by railroad track.

Tent Set-Ups

Info Tent

There will be one tent located near the Blair Street entrance. This tent 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 station located in the east Monona Terrace lot.

FESTIVAL FOODS SHAKE THE LAKE

Managed by the Madison Mallards

Saturday, June 23, 2018. Rain date: Sunday, June 24, 2018.

Event Contacts:

Conor Caloia, 608.509.3367, conor@mallardsbaseball.com

Liz Kern, 715. 459.2608, liz@bigtopbaseball.com

Vern Stenman, 608.575.4267, vern@mallardsbaseball.com

Event Summary

Festival Foods Shake The Lake is proposing to return to downtown Madison and John Nolen Drive on Saturday, June 23 with a rain date for the fireworks on Sunday, June 24. 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 23rd until 6 am on the 24th. The goal is to continue an efficient and sustainable event that is unique to Madison that will continue to be an annual part of summers in Madison. The event will feature live music, local food and beverage, family friendly activities, entertainment and the state's largest fireworks show fired from six barges on Lake Monona.

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

Event Schedule

June 11 – Boat launch rental starts. Load in begins June 15.

June 21 – staging for securing railroad begins. 9 am meeting at Olin Park for City agencies. 1 pm meeting for all vendors in Law Park. 6 pm meeting for food vendors in Law Park.

June 22 – Railroad fencing is installed. Garbage bins and dumpsters placed in position. Law Park set-up begins.

June 23

- Event takes place on John Nolen Drive from Broom St. to Blair St.

- Street closed from 6AM on June 23 - 6AM on June 24.

- Load in will start at 6AM and load out will begin at 11:30 pm.

- Monona Terrace will be reserved for a private, ticketed event.

6:00AM – Set up begins and load in begins. Vendors will be given specific report times. All load in will enter on the Blair Street side of John Nolen Drive. No exceptions.

Noon – Sound checks begin on both stages.

5:00PM – Event Opens to public. Food and beverage service starts. Beverage will consist of beer, wine, soda and water. Each guest will be allowed to bring in one clear, factory sealed bottle of water (20 oz or less). Food will consist of Mallards concession set-up and approximately 30 local vendors.

5:00PM – Live music and amplification begins. Music begins on the Country stage located on the east side of the terrace.

5:30PM – Live music starts on the west side of the terrace.

5:00PM to 10:00 PM – There will be a variety of activities in the event zone that may include live music, a kids zone, entertainment acts, petting zoo and other family entertainment.

6:00 PM – IHeart Media Monona Terrace Rooftop Party opens.

7:30 PM – Human Cannonball Launch in Monona Terrace east service lot.

10:00PM – Music ends.

10:00PM – Fireworks begin over Lake Monona (approximately 35 minutes long).

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

11:30PM – Event zone is cleared of all visitors and load out begins.

6:00AM June 25 – John Nolen Drive reopens.

Set-Up

- One stage will be located on John Nolen Drive on the southwest side of the Monona Terrace towards Broom St. A second stage will be on the east end of the Monona Terrace tunnel facing east.
- Under the Monona Terrace will be used as event staging for buses, trucks and bicycle parking. Bike parking will be expanded to a second location near the west end of the Terrace tunnel. Bike parking will be located in lane four.
- Fireworks load in will take place at Olin Park Boat Launch starting on June 15th and opening back up on Monday, June 25th. 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 at Olin Park Boat Launch.
- 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 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 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 24.

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. 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
Human Cannonball
Mallards Central Office

West Lot
Propane Manifold
Pepsi
Media Parking
Schoep's Ice Cream

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "FESTIVAL FOODS SHAKE THE LAKE" will be held JUNE 23, 2018 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
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