

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: LIZ KERN

Work Phone: 715.459.2608

Email: LIZ@BIGTOPSE.COM

Phone During Event: 715.459.2608

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: 5PM 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: 6/29/2019

Event Start and End Times: 5PM UNTIL 11PM

Rain Date (if any): 6/30/2019

Set-Up Start Time: 6AM

Take-Down Start Time and End Times: 6AM, JUNE 30, 2019

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 _____

Festival Foods Shake the Lake Event Operations Timeline

Date: June 29, 2019, Rain Date, June 30, 2019

Location: John Nolen Drive between Blair Street and Broom Street

Event Managers: Conor Caloia, 608.509.3367, conor@mallardsbaseball.com, Liz Kern, 715.459.2608, liz@bigtopse.com

Monday, June 17

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 21

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.

Monday, June 24

3 pm – Signs placed on bike path about closure on June 29.

Friday, June 28

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.

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.

Saturday, June 29

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 of 100 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.

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 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.

3:30 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.

5 pm – Event zone opens and live music begins on both stages. Food and beverage service starts.

6 pm – Monona Terrace Rooftop opens to ticketed guests.

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 30

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, July 1

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

5 am – Olin Boat Launch re-opens.

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. Event zone barricade will be placed from lake to fence by railroad track.

Info Tents

There will be one tent located near Blair Street entrance. This tent will be 10 x 10 and have two staff members and two eight foot tables. This tent 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.

FESTIVAL FOODS SHAKE THE LAKE

Managed by the Madison Mallards

Saturday, June 29, 2019. Rain date: Sunday, June 30, 2019.

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 29 with a rain date for the fireworks on Sunday, June 30. 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 29th until 6 am on the 30th. 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 event is a partnership with the City of Madison.

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 17 – Boat launch rental starts. Load in begins June 21.

June 27 – Staging for securing railroad begins. 9 am meeting at Olin Park for City agencies. 1 pm meeting for all vendors in Law Park.

June 28 – Railroad fencing is installed. Garbage bins and dumpsters placed in position. Law Park set-up begins.

June 29

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

- Street closed from 6AM on June 29 - 6AM on June 30.

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

- Monona Terrace Rooftop 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 Monona 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 activities, entertainment acts, petting zoo and other family entertainment.

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

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 30 – 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 located in lane four.
- Fireworks load in will take place at Olin Park Boat Launch starting on June 21st and opening back up on Monday, July 1st. 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 Madison Streets as well as Lisa Laschinger of Madison Parks for assistance with trash and recycling. On the Friday before the event, Madison Streets will drop large receptacles for trash and recycling and Madison Parks will drop small 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 30.

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
Madison Fire Department
Mallards Event Managers
Pepsi
Media Parking
Schoep's Ice Cream

2019 EVENT MAP



EMERGENCY ACCESS - LANE 6

LANE 5 - 75 STANDARD PORTABLE RESTROOMS

**BIKE
PARKING**

**WEST
SIDE
TERRACE**

STAGE

LANE 1 - VENDORS



LAKE MONONA

**EAST
SIDE
TERRACE**

**BIKE
PARKING**

EMERGENCY ACCESS - LANE 6

LANE 5 - 75 STANDARD PORTABLE RESTROOMS

**GUEST
SERVICES**

STAGE



LANE 1 - VENDORS



KIDS ACTIVITIES

LAKE MONONA

RESERVED VIEWING SPACE

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "FESTIVAL FOODS SHAKE THE LAKE" will be held JUNE 29, 2019 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. MCCAW 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	LIZ KERN/VERN STENMAN	715.459.2608/608.575.4267
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

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: Festival Foods Shake the Lake

Contact Person: Liz Kern at 715-459-2608 and Conor Caloia at 608.509.3367

Location: John Nolen Dr. between Broom and Blair Date: 6/29/2019. Rain Date 6/30/2019

Type of Amplified Sound:

☒ Band ☐ DJ ☒ Sound System ☐ Speeches/Announcements ☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: June 29, 2019 and/or June 30, 2019 Time: 4pm until 11pm

STREET EVENT VENDING LICENSE APPLICATION

- x 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: Festival Foods Shake the Lake

Event Organizer/Sponsor: Madison Mallards

Address: 2920 N Sherman Ave

City/State/Zip: Madison, WI 53704

Date(s) of Event: 6.29.2019 Rain Date(s): 6.30.2019

Primary Contact: Conor Caloia

E-mail: conor@mallardsbaseball.com

Work Phone: 608.509.3367 Phone During Event: 608.509.3367

Vendor Name	WI State Seller's Permit #
1. Jakarta Café	LICSVE-2013-00170
2. Toast Food Cart	LICSVE-2014-00093
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	