

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Jason Mayer
Frank Productions Concerts
29 S. Livingston St.
Madison, WI 53703
Email: Jason@fpc-live.Com
Phone: (812) 677-0576

Contact During Event

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Email Jason@fpc-live.Com
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Event Information

Name of Event:

Event Type:

Estimated Attendance:

Is this a new event:

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:

Capitol Square, WI Ave to State St to W. Washington Ave
100 - 600 Block of Stage Street
Gilman St & Frances St.

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
10/25/2019	6:00 PM	10/26/2019	7:00 PM	10/27/2019	1:30 AM	10/27/2019	4:00 AM	

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?(\$):

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

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?(\$):

Estimate number of vendors:

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
10/26/2019	4:00 PM	10/27/2019	1:30 AM	

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?:

ADDENDUM B

Applicant: Frank Productions, Inc
Event: Freakfest
Event Date: 10/26/2019
Date Permit Granted:

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

- (A)** City will control access to a larger perimeter (to be determined by City staff, and not part of this permit.) This perimeter will be fenced, gated and controlled by the City for purposes of public safety & crowd control.
- (B)** Tickets will be required to enter at the gated entrances. Purpose of selling tickets if for City to control the number of people entering the area and to recover some costs of crowd control resulting from the gathering which traditionally takes place on this date. Ticket price will also include entrance fee for Applicant's Street Use permitted event (the music/entertainment venues described on permit.)
- (C)** Applicant and the City will enter into a written agreement to address all details of ticket sales. It is anticipated that applicant will handle ticket sales prior to and on the date of the event, and the City will take tickets and control entry at the gates. Details to be addressed in the written agreement include, but are not limited to:
 - How, where, and when tickets will be offered for sale
 - Price of tickets
 - Accounting for sales, reporting between applicant and city
 - Method of allocating proceeds from ticket sales between applicant & the City
- (D)** Costs of City Services (Sec. 10.056(7)(c).) The written agreement shall also establish an appropriate method for applicant to reimburse for costs of city services resulting from their permit, which may include an allocation of ticket sales revenue and any other revenue. The agreement should take into account any costs of city services for the street use permit venues that are not paid directly as a standard condition of the permit, as well as the costs of the larger safety perimeter established by the city, and the contributions of both parties to the safety and success of the event.

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: Jason Mayer

Date: 07/22/2019

Addendum A – Event Grounds

1) EFFECTIVE DATE: This permit is effective from October 25, 2019 through October 27, 2019. Specific times are detailed on a per-site basis below.

2) FRANK PRODUCTIONS, INC. ADMINISTRATOR: The following Frank Productions, Inc. staff person is responsible for administration of this street use permit:

Jason Mayer
Production Manager
Cell: 812-677-0576
jason@fpc-live.com

3) EVENT GROUNDS:

The event grounds shall be as follows (see attached diagram):

- Location A (Capitol Square):
 - Access to the top of State Street fenced area will begin at 6:00 PM on Friday 10/25 and will continue until deconstruction is complete early Sunday morning 10/27 by 4:00 am.
 - The border between the permitted area and the State St right of way indicated on the original site maps shall be delineated by private security personnel provided by Frank Productions, Inc.
 - W Mifflin St. between S Hamilton and N Carroll as well as N Carroll between W Mifflin and Main St. will be used for production/artist/working staff parking. This area will be included in the fence line. Private Security will be used to supervise the areas where vehicles are parked. Frank Productions will need access to this part of the site at 6:00 – 10:00 PM on Oct. 25th and then again 2:00 PM on Oct 26th until 4:00 AM Oct 27th.
- Location B (Buckeye Lot):
 - 50%(Top Half Next to Gilman) of the parking spaces of the Buckeye Parking Lot starting at 7AM and the Entire Lot by 2PM on Oct 26th and concluding at 4:00 AM on Oct 27th.

- Location C (W Gilman St):
 - W Gilman St from State Street intersection up to N Henry St. Full access to this site from 7:00 am on Oct 26th to 4:00 am Oct 27th; including all parking spaces on the street.
- Location D (Concrete Park on N Frances)
 - Cul-de-sac on N Frances up to State Street starting at 8:00 am Oct 26th to 4:00 am Oct 27th.
- Location E (S Frances next to State Street Brats)
 - Cul-de-sac and paved area on S. Frances adjacent to State Street Brats starting at 8:00 am Oct 26th to 4:00 am Oct 27th.

4) SECURITY (PROVIDED BY TRIBOLT):

For Locations A & C:

- 6 Private Security Personnel per location to guard backstage working area
- 1 Private Security Personnel for each of the following parking locations:
 - Gorham St parking lot
 - W Mifflin St Parking area detailed above
 - N Carroll St Parking area detailed above
- 8 Private Security Personnel per location to be placed inside stage barricade area.
- 2 Private Security Personnel per location to delineate the Capitol Square permitted area from the State Street festival area.
- Other security deployments as needed

For Location E & F:

- 2 Private Security Personnel around the areas

6) OTHER WORKING STAFF TO INCLUDE:

- All Frank Productions, Inc. employees, and contracted personnel
- Intellasound Production contractors
- All artists and accompanying entourage
- Mt. Dew working staff

7) MOUNTAIN DEW SITES:

A. Mt. Dew will have 2 Sampling areas. The Sampling tent will be open to the public and used to give away non-alcoholic drinks and merchandise. This location will have at least 1 dedicated private security guard. The locations and specs are as follows:

1. Mt. Dew Sampling tent – On the street of W Gorham, where it connects with State St. A foot print of 20'w x 20'd x 15'h will be occupied by a tent, leaving enough space for an emergency lane. Inside the tent, Mt. Dew will be sampling non-alcoholic drinks and giving away miscellaneous items such as neck beads and t-shirts. All has been approved by MFD and MPD.
2. On the other side of State St at the corner of W. Gorham, Mt. Dew will have a 10x10 area handing out non-alcoholic samples and other miscellaneous items.

8) Transportation Management and Parking plan details are the responsibility of the City of Madison.

9) Crowd control outside event perimeters is the responsibility of the City of Madison.

10) All meters on Johnson St. between Broom & Carroll St. need to be bagged for 10/26 starting at 7:00 AM until the street reopen at 4:00 AM on 10/27. Meters to be bagged by parking enforcement.

EVENT SCHEDULE:

Friday 10/25:

6:00 PM Site A: Capitol Square Stage build. W. Mifflin & N. Carroll at the Capitol Square streets are closed.

Saturday 10/26:

7:00 AM Parking enforcement clears all cars off Gilman St. and then the buckeye lot.

8:00 AM Load in of Sites C, D, & E begin. Parking enforcement clears cars off W. Johnson St between N. Broom & N. Carroll.

10:00 AM Set Ticket Trailers

2:00 PM Load in of Site A resumes. Farmer's market has completely cleared sidewalks and parking spaces.

Site B: Entire Buckeye Lot is Closed to the Public

7:00 PM State Street closed to public, ticketed entrances begin operation.

8:00 PM Stage programming begins.

Sunday 10/27:

1:30 AM Concert curfew, State Street is cleared. Stage production and Mt. Dew load out begins. Private security released once load out is completed.

4:00 AM Permit locations clear of all gear.

2019 Freakfest Stop-Show Procedure:

Charlie Goldstone
Mb. 608-575-4597
charlie@fpc-live.com

Jason Mayer
Mb. (812) 677-0576
jason@fpc-live.com

1. Due to the unpredictable nature of crowd behavior in extreme situations, all parties will use show stop procedure as a last resort.
2. The following key individuals from Frank Productions should be made aware of any request from MPD or MFD to temporarily halt the show:
 - Fred Frank –EOC Representative
 - Charlie Goldstone –Event Supervisor
 - Jason Mayer – Event Manager
 - Reanna Roberts - Capitol Stage Supervisor
 - Cassy Goldbeck – Gilman Stage Supervisor.
 - Michael Tantillo – Tri-bolt Security
3. Show stoppage shall only occur in the case of severe weather or crowd activity that all parties deem to be extremely dangerous.
4. If a show stop procedure is initiated by MPD or MFD, the first step is to notify Fred Frank at the EOC who will then notify Charlie Goldstone on site.
5. Charlie Goldstone will contact the appropriate stage managers as well as informing Tri-Bolt security via 2-way radio communication to begin the show stop process and address the situation.
6. The relevant Stage Supervisor will instruct the performer to temporarily halt their performance. All performers have been given written instructions regarding our expectations for this scenario. Announcements will be made from the stage regarding the situation.
7. Once MPD/MFD is satisfied that the issue has been resolved, performance will resume.
8. In the case of severe weather, crowd will be instructed to seek shelter. All tickets will be honored at gates as the event resumes.

“Due to incoming severe weather, please immediately seek shelter. The show will resume after the weather passes and all tickets will be honored.”

SETUP DETAILS

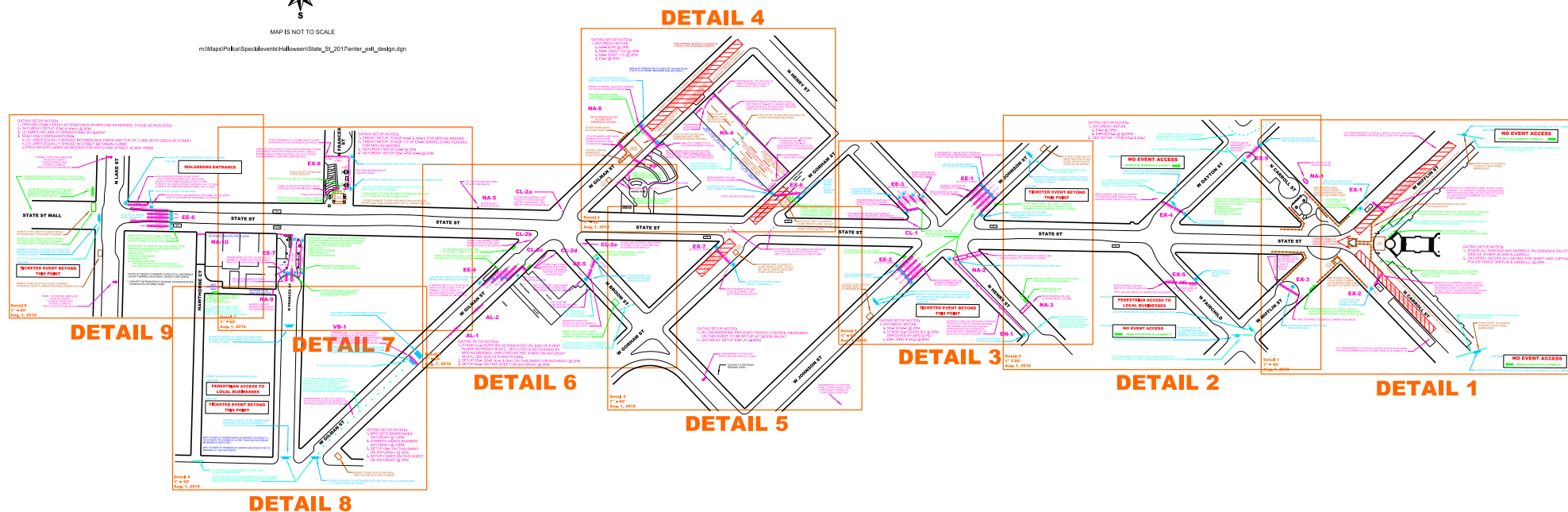
Aug. 1, 2018

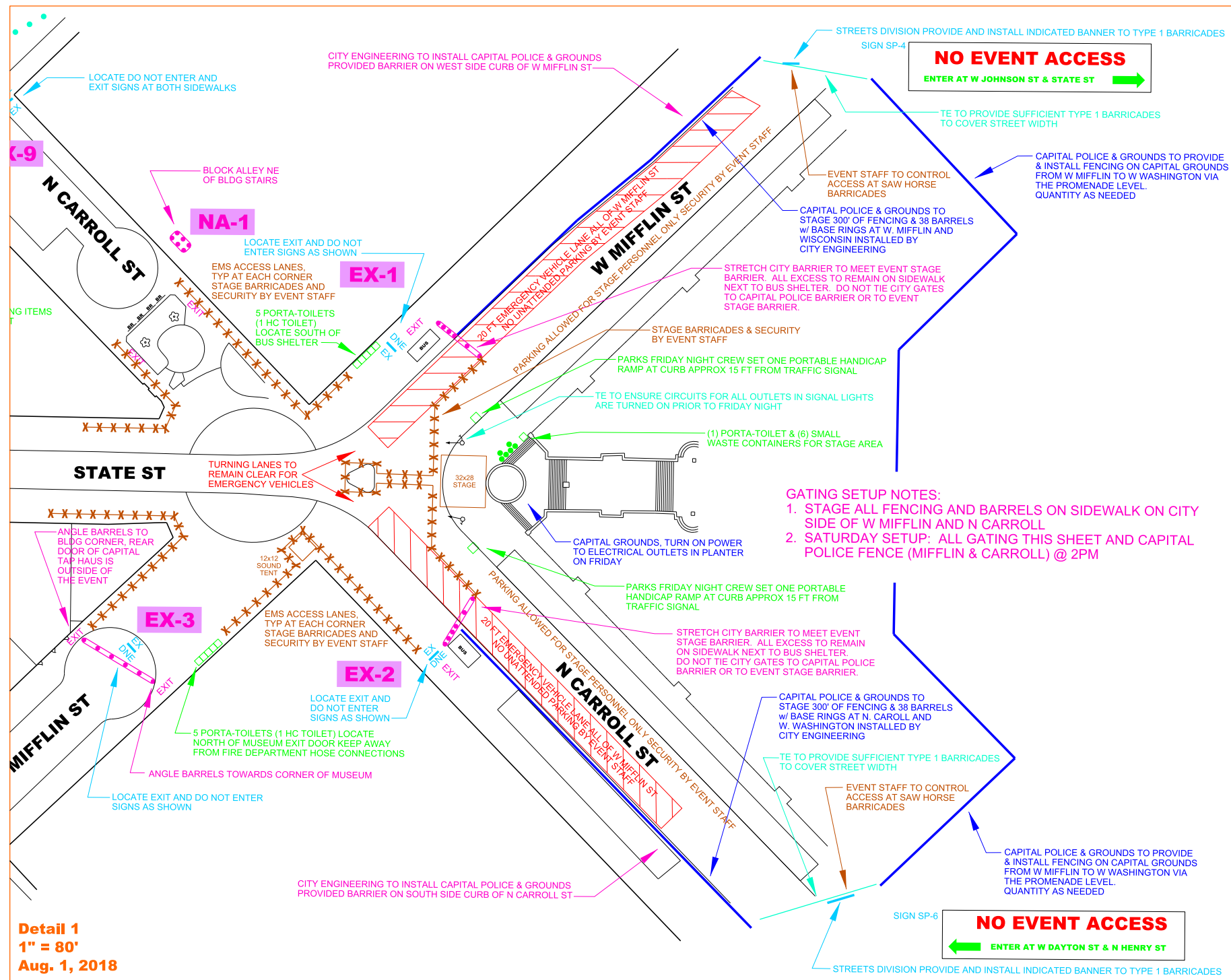
EN - # Entrance Only
EX - # Exit Only
EE - # Entrance & Exit
NA - # No Access
CL - # Closure
PSC = Private Security Contractor



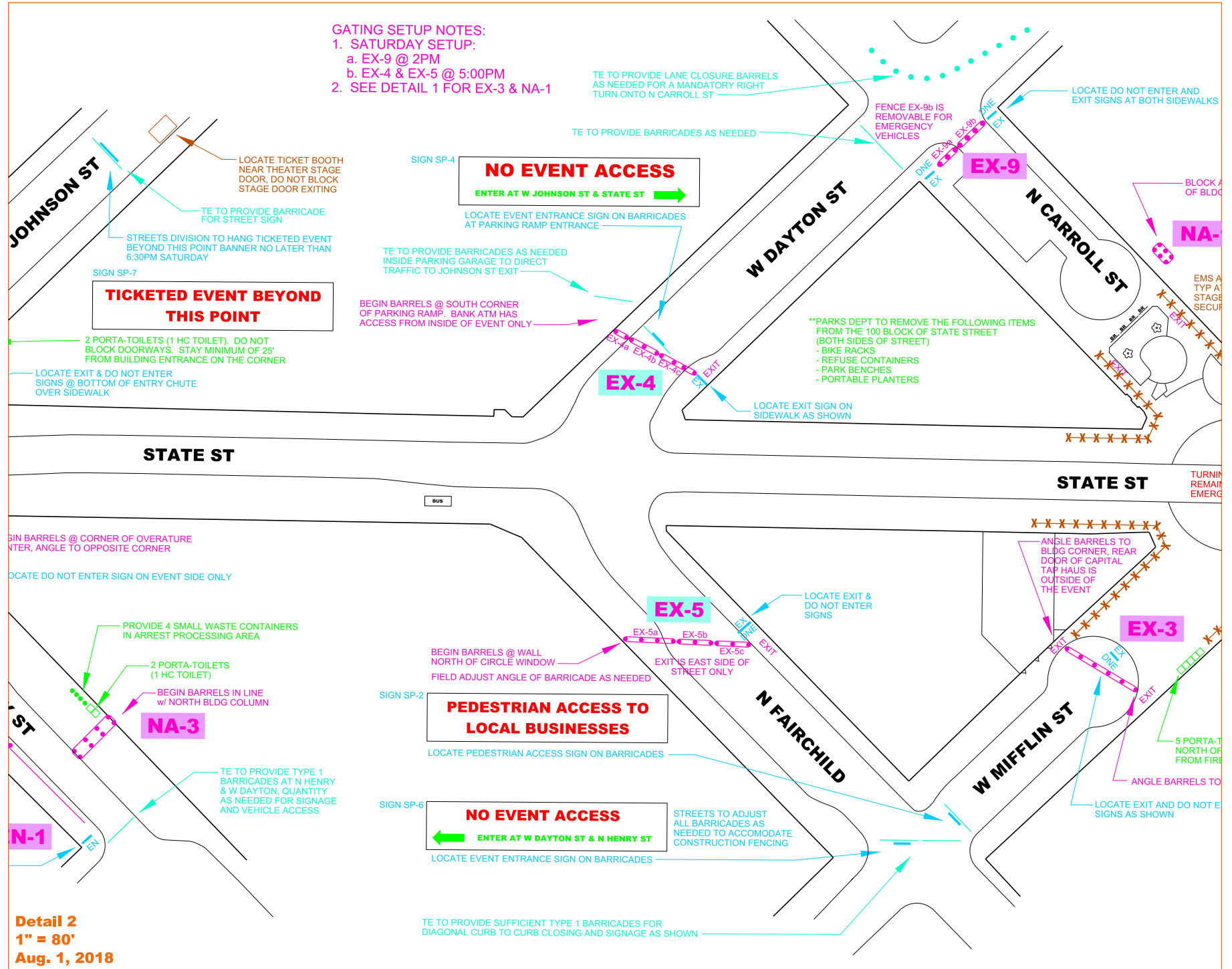
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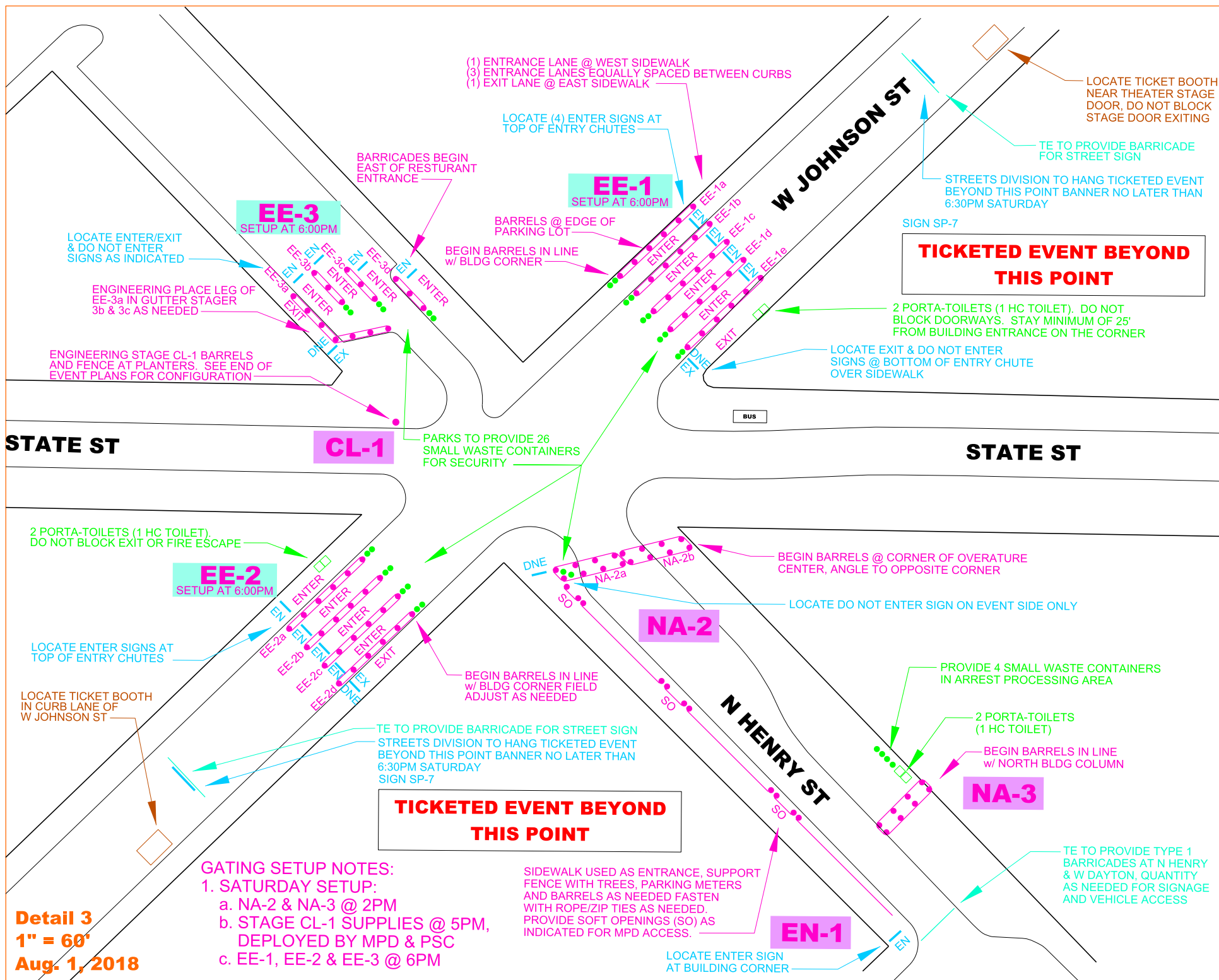
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- GATING SETUP NOTES:**
- SATURDAY SETUP:**
 - EX-9 @ 2PM
 - EX-4 & EX-5 @ 5:00PM
 - SEE DETAIL 1 FOR EX-3 & NA-1





GATING SETUP NOTES:

1. SATURDAY SETUP:

- NA-6 & PP @ 2PM
- NA-4 (WEST 1/2) @ 2PM
- NA-4 (EAST 1/2) @ 2PM
- EX-6 @ 6PM

FIRE HYDRANT @ NORTH CORNER OF
N HENRY AND W GILMAN STREETS

MPD - NO PARKING BOTH SIDES OF GILMAN FROM
STATE TO N HENRY BEGINNING 8AM SATURDAY

LOCATE 1 DO NOT ENTER SIGN AT
EMERGENCY EXIT ON BOTH SIDEWALKS

BEGIN 1ST BARREL @ SOUTH CORNER
OF CHURCH PARKING GARAGE

PROVIDE 4 SMALL WASTE
CONTAINERS 1 PORTA-TOILET
FOR STAGE AREA

NA-6

**BOTH SIDEWALKS CAN
BE USED FOR
EMERGENCY EXITING

STAGE BARRICADES
BY EVENT STAFF

LOCATE BARRELS BETWEEN
SOMBAS FENCE AND
STAGE ON SOUTH SIDE
OF DRIVEWAY

CROWD CONTROL
BARRIER BY
EVENT STAFF

PP

PARKS DEPT TO REMOVE
3 BIKE RACKS AND WASTE
CONTAINERS IN SIDEWALK

PSC TO PROVIDE SECURITY FOR PARK

BARRELS AT 9'-0" O.C.

PEACE PARK

VISITOR
CENTER

PARKS TO PROVIDE ALL INTERIOR
FENCING TO PROTECT SHRUBS
AND PERENNIAL PLANTINGS

DNE

NA-6a

NA-6b

NA-6c

NA-6d

NA-6e

NA-6f

NA-6g

NA-6h

NA-6i

NA-6j

NA-6k

NA-6l

NA-6m

NA-6n

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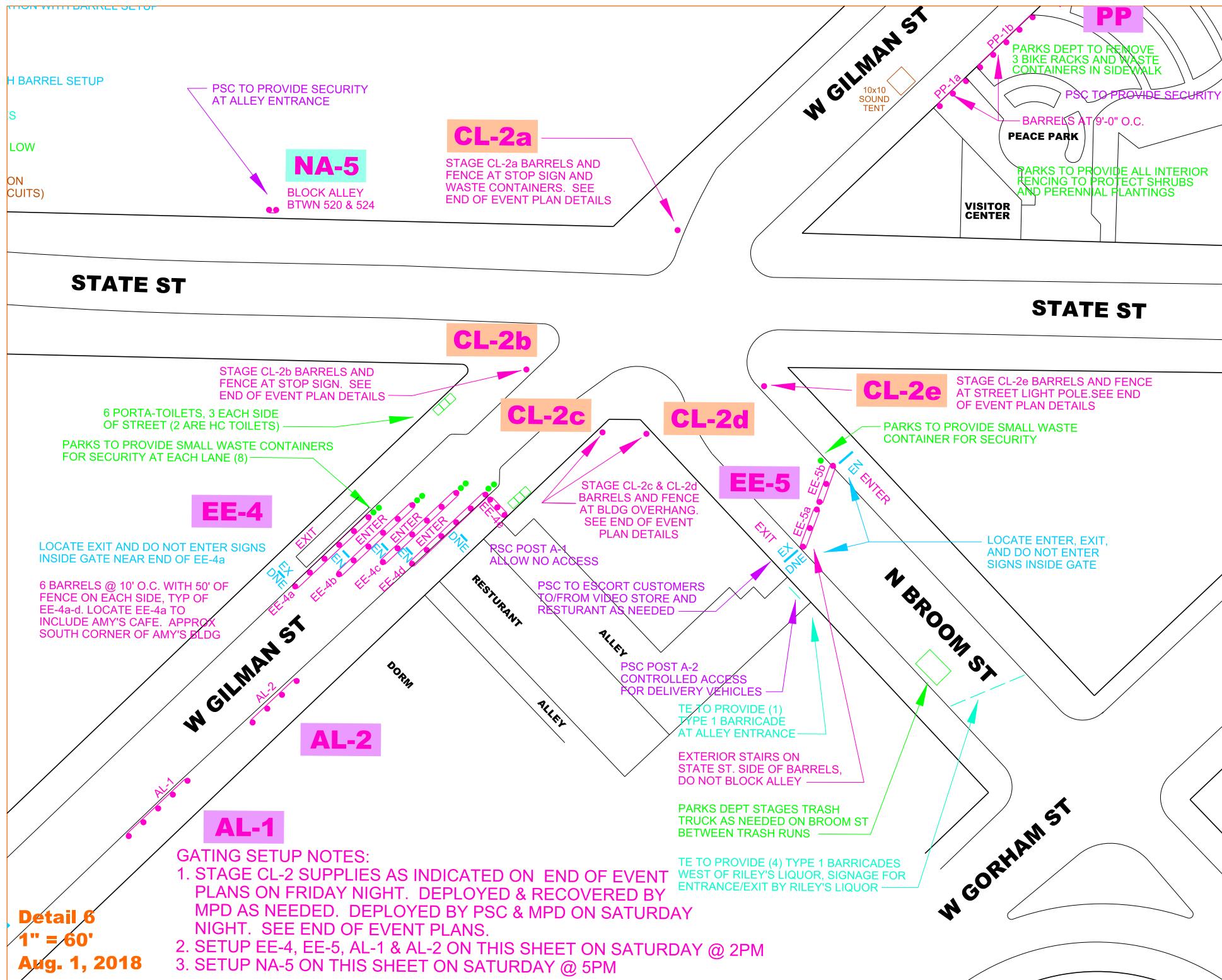
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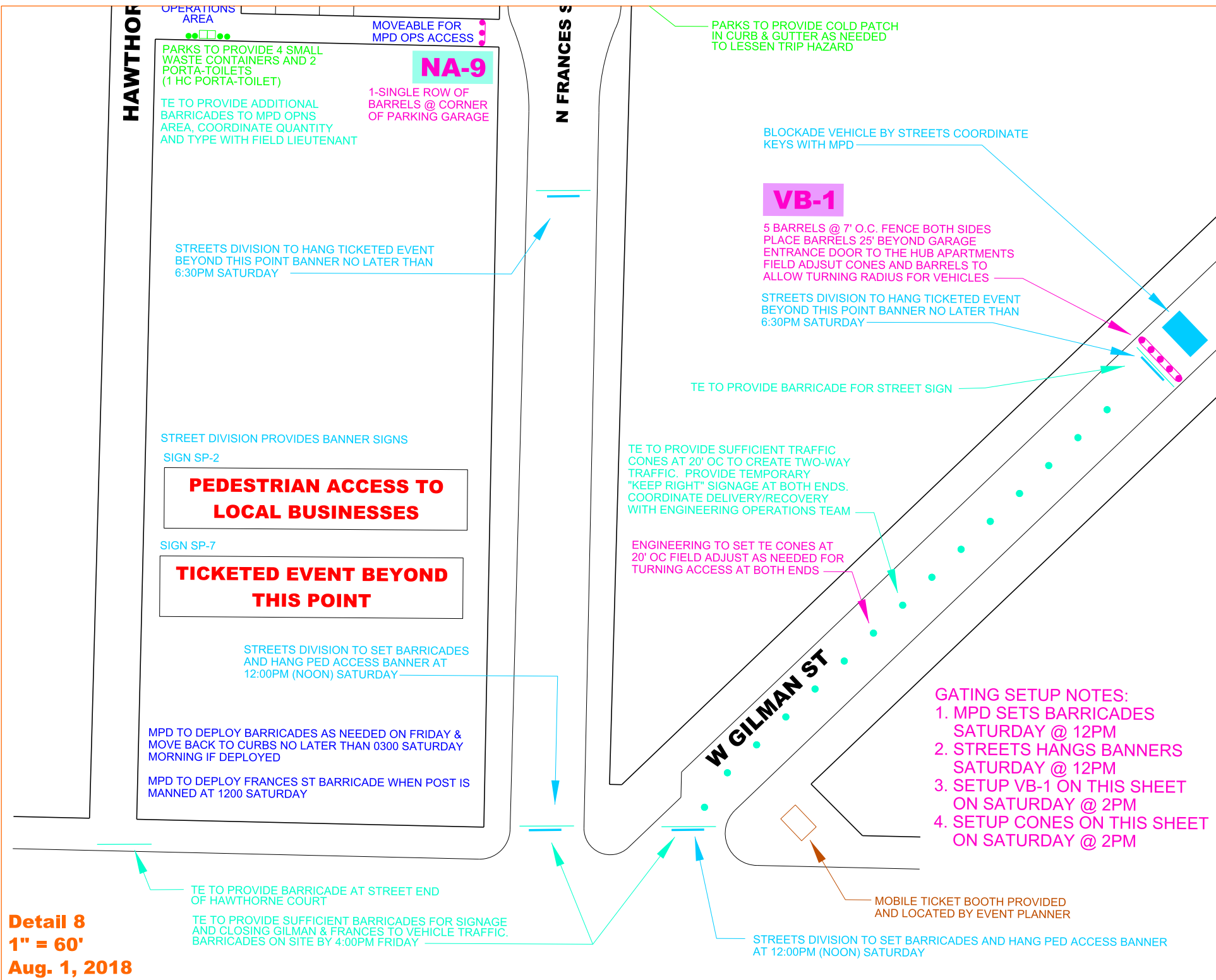
NA-6ja

NA-6jb

NA-6jc



AL-1



c. FIELD ADJUST LANES AS NEEDED FOR WIDTH AND STREET SCAPE ITEMS



Detail 9
1" = 60'
Aug. 1, 2018