

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: Live On King Street 2020

Event Organizer/Sponsor: FPC Live LLC

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: 29 SOUTH LIVINGSTON STREET

City/State/Zip: MADISON, WI 53705

Primary Contact: HESTON NICHOLAS Work Phone: \_\_\_\_\_

Email: HESTON@FPC-LIVE.COM Phone During Event: 805-704-6883

Website: WWW.FPC-LIVE.COM FAX: \_\_\_\_\_

Secondary Contact: REANNA ROBERTS Work Phone: \_\_\_\_\_

Email: REANNA@FPC-LIVE.COM Phone During Event: 608-345-9705

Annual Event? ☒ Yes ☐ No

Charitable Event? ☐ Yes ☒ No

If Yes, Name of charity to receive donations: \_\_\_\_\_

Estimated Attendance: 3500 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.): ☒ Yes ☐ No

Hours: 6:00PM to 11:00PM

## 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: 100 BLOCK KING STREET

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: 6/26; 7/17; 7/24; 8/7; 8/28; 9/18 Event Start and End Times: 6:00PM - 11:00PM

Rain Date (if any): NONE Set-Up Start Time: 8:00AM

Take-Down Start Time and End Times: 11:00PM - 2:00AM

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

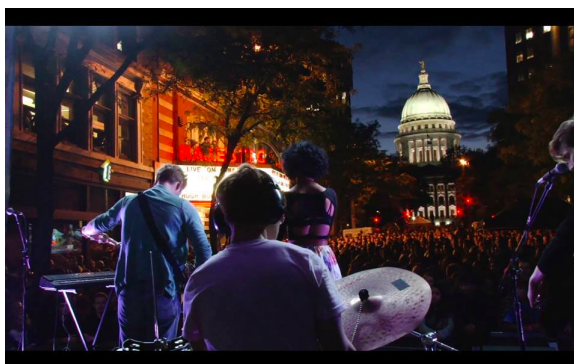
If class B license is denied, will the event(s) occur? ☐ Yes ☒ No

\_\_\_\_ 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 \_\_\_\_\_



## EVENT ORGANIZER

FPC Live LLC

29 S Livingston St., Madison, WI 53703  
608.709.8157// [www.fpc-live.com](http://www.fpc-live.com)

## PRIMARY CONTACT

Heston Nicholas: Event Manager

115 King Street, Madison, WI 53703  
C: 805-704-6883      [heston@fpc-live.com](mailto:heston@fpc-live.com)

## EVENT DATES

June 26, 2020

July 17, 2020

July 24, 2020

August 7, 2020

August 28, 2020

September 18, 2020

For each event:

Set-up begins at 8:00am

Gates open and open to general public 6:00pm -11:00pm

Teardown and clear street 11:00pm – 2:00am

## EVENT LOCATION

100 block King Street

## HEADQUARTERS/INCIDENT COMMAND AND CONTROL

Majestic Theatre: 115 King Street, Madison, Wisconsin 53703

## ANTICIPATED ATTENDANCE PER CONCERT

- ☐ 30-40 Majestic Theatre staff (bartenders, security, event organizers)
- ☐ 10-15 volunteers provided by Blackhawk Church (street trash removal)
- ☐ 2-4 Special Duty City of Madison Police Officers (contracted, per shift)
- ☐ 10-20 Security Guards (contracted, per shift)
- ☐ 3-4 live music performers/bands
- ☐ 8-12 sponsor representatives in 5 sponsor-designated booths
- ☐ Attendees from the City of Madison and Dane County not to exceed capacity

## PURPOSE OF THE EMERGENCY ACTION PLAN

- A. This emergency action plan predetermines actions to take before and during the “LIVE ON KING STREET” (aka the event) in response to an emergency or otherwise hazardous condition. These actions may be taken by the organizers, staff/management, personnel, and attendees. These actions represent those required prior to the event in preparation for—and those required during— an emergency.
- B. Flexibility will be exercised when implementing this plan because of the wide variety of potential hazards that exist for all outdoor events. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.
- C. ASSUMPTIONS: The possibility of an occurrence of an emergency is present at any outdoor event. The types of emergencies possible are various and could require the response of Fire, Emergency Medical Services, and Police.
- D. This action plan reflects the following priorities:
- Life safety and minimizing harm
  - Emergency weather situations
  - Incident stabilization

## ORIGINS OF THE EMERGENCY ACTION PLAN

This emergency action plan was prepared in February 2020 by Reanna Roberts. City of Madison Fire Department's Emergency Action Plan Template and the 2013 Art Fair on the Square EAP were used to compose this plan per the suggestion of the City of Madison Fire Department. As requested by the City of Madison Fire Department this plan includes guidelines on how to deal with a "lost person" incident.

## COMPLETE EVENT SCHEDULE

(each event date)

Set up 8:00am – 6:00pm

Artist Soundchecks 3:00 - 6:00pm

Gates Open 6:00pm

DJ/House Music 6:00-7:00pm

First Support 7:00 - 7:30pm

Second Support 7:45 - 8:45pm

Headliner 9:15 - 11:00pm

Tear-down 11:00pm – 2:00am

Street Clear 2:00am

## EVENT ORGANIZER: REPRESENTATIVES ONSITE

One event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT.

### PRIMARY CONTACT:

Heston Nicholas, Event Manager  
C: 805.704.6883

Note: Heston roams the entire event site during the event and will also be available by two-way radio (available to all event staff).

In the event of an emergency, the following secondary contacts will radio/call Heston (or vice versa). When requested, these contacts may meet Heston at the Incident Command (Majestic Theatre) to discuss/implement the emergency plan.

### SECONDARY CONTACTS:

Reanna Roberts C: 608.345.9705

Jason Mayer C: 812-677-0576

Jesse Sherman C: 920.202.2159

Note: Reanna, Jason, and Jesse roam the entire event site during the event and will be available by two-way radio (available to all event staff).

### INSURANCE

General liability coverage in the amount of \$1,000,000 to be provided by FPC Live LLC.  
Liquor liability coverage in the amount of \$1,000,000 to be provided by partnering nonprofit organization.

### CHAIN OF COMMAND

In the event of a **minor** incident, Heston Nicholas will serve as the Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks.

In the event of a **major** incident event staff members will look to the Madison Fire Department to identify/name an Incident Commander (lead person), to manage resources, make and finalize decisions, and assign tasks to everyone.

### PRE-DESIGNATED INCIDENT COMMANDER (NOT AN EVENT STAFF MEMBER)

Matt Gerding – President, FPC Live

Cell during event: 608-469-0748

Secondary cell during event: 312-505-5545

Note: This person will be located at Majestic Theatre during the event.

Pre-event contact: Division Chief Ron Schwenn // Office: (608) 266-4203

### LAW ENFORCEMENT / SECURITY

#### Police Officers

The need for constant Law Enforcement presence at this event has been identified.

Two to four City of Madison Police Department Special Duty Officers will be present during all active\* hours of the event (6:00 – 11:00pm):

\*Active hours are those in which the gates are open to the public each event day, and/or when money is being handled at concession stands.

Should an incident occur that requires Law Enforcement, the on-site City of Madison Police Department Special Duty Officers will be contacted to request this resource. The caller will have the following info available to the officer: nature of emergency, precise location, and contact person with callback number.

## Security

FPC Live LLC will contract with a security company to provide protection services for stage and entry/exit points. The schedule for these security guards will be scheduled during active hours (6:00 – 11:00pm).

FPC Live LLC security staff will be assigned the following duties: ID/wristbanding, entry/exit control, concession security, street cleanup, and general crowd control.

## INFORMATION COMMUNICATION PLAN

(Plan for information communication to staff and volunteers during the event)

During the event all staff members who will be spread out over the whole street, will be carrying two-way radios including Heston Nicholas, Event Manager, and each bar/concessions location.

## RADIO CHANNELS

Channel 1: Security

Channel 2: Heston Nicholas (Event Manager)

Channel 3: Production (stage)

Channel 4: TBD – as needed

When general information/evacuation needs to be communicated to all staff and volunteers during the event, Heston Nicholas, Event Manager will use the radio. Staff members will communicate to remaining staff and volunteers in their respective areas of King Street. During set up/tear down, Heston Nicholas, Event Manager will use relevant radio channels to notify staff.

In the event of an emergency, notification of the emergency will be through the use of 911. Live on King Street staff members present will be asked to have the following information available to the 911 operator:

- Nature of emergency
- Location
- Contact person
- Call back number

If 911 is contacted by any Live on King Street staff or volunteer, the event's PRIMARY CONTACT (Heston Nicholas) will be notified by the reporting person as soon as possible in person, by radio or by cell phone (the reporting person will keep calling Heston Nicholas if he/she reaches voicemail).

## SEVERE WEATHER

Heston Nicholas will monitor weather conditions. Weather forecasts and current conditions will be monitored through WeatherUnderground ([www.wunderground.com](http://www.wunderground.com)), AccuWeather ([www.accuweather.com](http://www.accuweather.com)), and Channel 15 ([www.nbc15.com/weather](http://www.nbc15.com/weather)).

### Pre-Event:

If severe weather is predicted prior to the event, Jason Mayer will contact Heston Nicholas and Reanna Roberts, to evaluate the conditions and determine if the event will remain as scheduled.

### During Event:

If questionable weather begins to occur during the event, Jason Mayer will contact Heston Nicholas, and Reanna Roberts, to evaluate the conditions and determine if the event will remain open.

If severe weather begins to occur during the event, Jason Mayer will radio and call staff members to the Control and Command Center to inform them. Heston Nicholas and other staff are responsible for notifying artists of a weather emergency. All Live of King Street's staff members will notify those attending the event that:

- A hazardous weather condition exists.

- Everyone should seek shelter either in the State Capitol building, or the City County Building (215 Martin Luther King Jr. Boulevard), as they are all designated severe weather safety zones. Nearby parking ramps or open businesses (away from windows) are also options.

Live on King Street will remain open unless weather is extremely dangerous.

### Lightning:

Jason Mayer will also be watching and listening for evidence of impending lightning related danger. This will include darkening skies, flashes of lightning, thunder, or increasing wind, which may be signs of a developing or approaching thunderstorm. If Jason Mayer determines that lightning-related danger is present, he will radio and/or call staff members on the street to instruct everyone to spread word about getting to a safe place (inside substantial buildings). Staff will also be instructed to stay inside. Concert activities will not resume until Jason Mayer has determined that the lightning

has passed (i.e., we will resume 30 minutes after the last thunder was heard). Jason will radio and/or call staff members to communicate that the concert is resuming.

## **FIRE / FIRE SAFETY**

No specific hazard has been identified as an increased risk of fire at this event. Nevertheless, Live on King Street staff will be instructed on the safe use of Portable Fire Extinguishers.

Portable Fire extinguishers will be kept at each bar, ID/wristband station, and stage.

All vendors are advised in writing, before the event, to comply with the Madison Fire Department rules and Temporary Vendor Compliance Guidelines. These guidelines state: "All open flame, hot surface or grease producing cooking shall be conducted a safe distance away from any tent. No cooking shall be conducted inside or under a tent." Food vendors will be advised to use a non-flammable sorbent floor covering (from rolls) directly underneath cooking appliances.

## **FIRST-AID MEDICAL EMERGENCIES**

Minor injuries will be treated by event staff at the Command and Control Center and Heston Nicholas will be informed to determine if paramedics are required to treat the injury and will call 911.

For Severe Injuries:

1. If a person is seriously injured or becomes violently ill and requires medical attention, Live on King Street staff will radio Heston Nicholas and she will call 911. If Heston Nicholas does not answer on Channel 2 staff will immediately call 911. Staff will be advised not to drive/move the ill or injured person for medical assistance.
2. Staff will provide minor first aid as possible. In all injuries of serious nature, such as a fall, broken limbs, unconsciousness, etc., staff will be advised that the injured should not be moved. They will wait for the paramedics and make the injured person as comfortable as possible.
3. Staff will obtain the name of the injured person, and inform the person that help is coming. They will notify Heston Nicholas of the situation and location of the injured person and which entrance the paramedics/EMS crew plans to use. If serious, Heston Nicholas will attempt to notify the onsite Police Officers of the situation.
4. Staff will be asked to clear the area of bystanders in a quick, calm, assertive, and polite manner, and clear the area of any obstacle that may be in the path of the paramedics/EMS crew.
5. Staff will attempt to obtain the contact information of the injured person and that of one witness.



6. In the event that the injured person wishes to file a claim, staff will have them contact Heston Nicholas. The staff person will obtain the name of the injured person and a witness.

7. Complete and Incident/Damage/Theft form.

First Aid Kits:

First Aid kits will be on hand at the following locations during the event:

1. Headquarters
2. ID/wristband station
3. Stage

### DISRUPTIVE / THREATENING BEHAVIOR

When disruptive behavior is identified at the event, Live on King Street members will be asked to follow these procedures:

1. Remain calm.
2. Let the person state his/her entire complaint.
3. Be sympathetic but remain neutral. If you have the time, let the person talk for a while.
4. If the individual is abusive, tell him/her that such language is not appropriate for a public place.
5. Decide if you can solve the problem. If possible, try to do so. If not, refer the person to a Heston Nicholas.
6. If the appropriate staff person is not available, tell the person you will see to it that the information will be relayed as soon as possible.
7. If a disruptive individual wishes action taken, get information on how staff members can contact the individual.
8. If behavior becomes threatening, tell him/her you must move on. If individual persists, call Heston Nicholas.
9. The key to control in a situation where a person is being physically threatening is teamwork. Call for help on your two-way radio or enlist a fellow staff person when possible.

## ALCOHOL CONTAINMENT

At all street exits from the 100 block of King Street, signs will be posted on barricades noting, "No alcohol beyond this point." Live on King Street staff will roam near the exits off the square, and notify concert goers (holding beer cups) that open alcohol must not leave the event location.

Staff and volunteers to be instructed that: Intoxicated and underage persons are not to be served alcohol.

## EMERGENCY VEHICLE ACCESS

A lane, 20 feet in width, is maintained to create an emergency access lane for the Madison Fire Department as well as pedestrian access on the street.

## LOST CHILDREN OR ADULTS

Designated "lost child/adult" area: Command and Control Center located at the Majestic Theatre.

115 King Street, Madison, WI 53703

In the event that an individual becomes lost or separated from friends/family, all staff will be advised escort the missing person to the event's Command and Control. Staff will be asked to follow these instructions:

1. If you are relaying a report of a lost person, please give a full description including the missing person's name, height, weight, hair color, age, and clothing so the City of Madison police can be alerted.

2. If you find a lost child or adult, please do the following:

FOR LOST CHILDREN: Escort the lost child to Command and Control yourself or have another staff person do so. Do not ask a volunteer.

FOR A LOST ADULT: Direct the individual to Command and Control. Use your discretion; an adult may also need an escort. Call Heston Nicholas if you are very busy. A police officer may be available to meet you and escort the individual.

3. If someone is looking for a reported lost child or adult, check the following area first, Command and Control and then call Heston Nicholas.

5. Once a lost person is reunited with their friends/family, communicate the good news via radio so that we may call off the search.

## EVACUATION

1. Event staff are responsible for notifying general public and artists of non-weather situations requiring evacuation. Jason Mayer and/or Reanna Roberts and Jason Mayer will speak with the security staff/Police and will radio event staff when such a need arises. Event staff is advised to contact Command and Control if they feel such extreme measures are called for.
2. All Staff will contact other nearby staff members when notice is announced over the radio.
3. Each event staff is advised to calmly notify the general public and artists in their vicinity of situations requiring evacuation.
4. In the case of situations requiring evacuation, staff members will be asked to remove the cash from the registers in bars unless their personal safety is at risk.
5. Live on King Street will remain open unless a situation is extremely dangerous.
6. Staff members will assemble at Command and Control unless the area is at general risk, in which case staff members should meet at Government East Parking Ramp at 110 East Wilson Street as soon as possible after evacuation. If the downtown area is at general risk staff members will be advised to head home and await word from senior staff members via phone or email.

## ACCESSIBILITY

### General Event Access for Persons with Disability

The event takes place in city streets. Staff ensures that event equipment do not block access ramps between sidewalks and streets, so that persons with a disability can access and move around the event.

### Restroom Access

Staff will have knowledge of the following: The Majestic Theatre, the Capitol Building, the Wisconsin Historical Museum, and restaurants around the square offer accessible stalls.

## CAPACITY

Capacity 3,694 persons (see attached calculations)

Exit width available 97.5 feet (see attached map and calculations)

## STREET EVENT ENFORCEMENT PROCEDURES

Live on King St attendees will enter the event zone via the east end of the 100 block of King St. Attendees will walk through two shoots assembled out of bike rack that will be moveable in case of emergency to allow easy entry/exit to/from the event zone. While walking through the entry shoots attendees will be counted in by digital tally devices where they will also be visually inspected for obvious restricted carry-in materials (alcohol, weapons, dangerous objects, etc). Signage will be placed at the entrance informing attendees of restrictions. If or when capacity is reached all members of security will be notified and the entry shoots will be closed by security. As attendees exit a "one-in one-out" policy will take effect.

Exits exist at the entrance, flanking the stage at the west end of the 100 block of King St, and on S Webster St via the parking lot enclosed by King and S Webster Streets. Attendees will be counted out by digital tally devices and numbers will be reported to the entrance in order to allow more attendees into the event zone if/when capacity is reached.

Three dedicated exits are located near the area expected to be the most densely populated on the west end of King St nearest the stage. The crowd will also be allowed to use the parking lot on the northeast end of the 100 block of King St. Stage barricade security will be able to pull any at risk attendees from the crowd and escort them to exits or to medical personal as needed.

The 100 block of King St will be closed from 8am on the event day and will reopen to street traffic by 2am the night of event. In the event of crowds congregating outside the event at the intersection of King St, E Main and S Pinckney through road traffic will be restricted at the intersection of E Main and S Webster St. Event security will direct E Main St and Tenny parking lot traffic towards the outer loop at E Main and S Webster. Access to the Tenny lot will not be impaired at any time and security will be instructed to direct users away from the event and crowds. Similarly traffic attempting to enter King St from the inner square will be directed towards E Washington St. Crowds attempting to congregate at the east end of the 100 block of King St and along S Webster will be directed to the designated event entrance, to keep moving, and to remain on the sidewalks.

In the event of an emergency situation, entertainment sound will be cut and attendees will be addressed via the PA by senior event or emergency personnel at the front of house (FOH) location. Safety and exit plan announcements before each act can also be made at this same FOH location.

General layout, security layout and capacity/exit layout are attached.

# **Live on King Street 2020**

## **Street Event Clean-Up and Recycling Plan**

Live on King Street will rent from the city fifteen recycling containers, fifteen garbage containers, and one dumpster for each date of the series.

As in years past, the dumpster will be located on the corner of South Pinckney Street and East Main Street between Park Bank and Lucille.

All refuse collected in the city garbage containers will be emptied into the dumpster throughout the event.

All recycling collected in the city recycling containers will be emptied into the recycling dumpster behind Argus on Webster Street.

Both city recycling and garbage bins will be placed throughout the event zone primarily at each bar location and at points of entry/exit.

Security contracted with Tri-Bolt, along with FPC Live security staff, will be instructed to collect trash and recycling discarded on the ground during the events into appropriate bins. When bins are full, they will then be emptied into their appropriate dumpster.

Blackhawk Church will also send 10-20 volunteers to help assist security at the end of the event to clean all trash and recycling from the event zone.

All clean-up will be completed within two hours of the conclusion of the concerts.

# Live on King Street 2020

## Notice to Neighbors

To: Tippy Cow, Morris Ramen, Muramoto, Ancora, Woofs, Madisons, Context, and Lucille

Hey all,

Heston with the Majestic here. 2020 marks the 9<sup>th</sup> year of Live on King Street, and we could not be more excited for this year's lineup! The dates this summer are as follows:

June 26, 2020

July 17, 2020

July 24, 2020

August 7, 2020

August 28, 2020

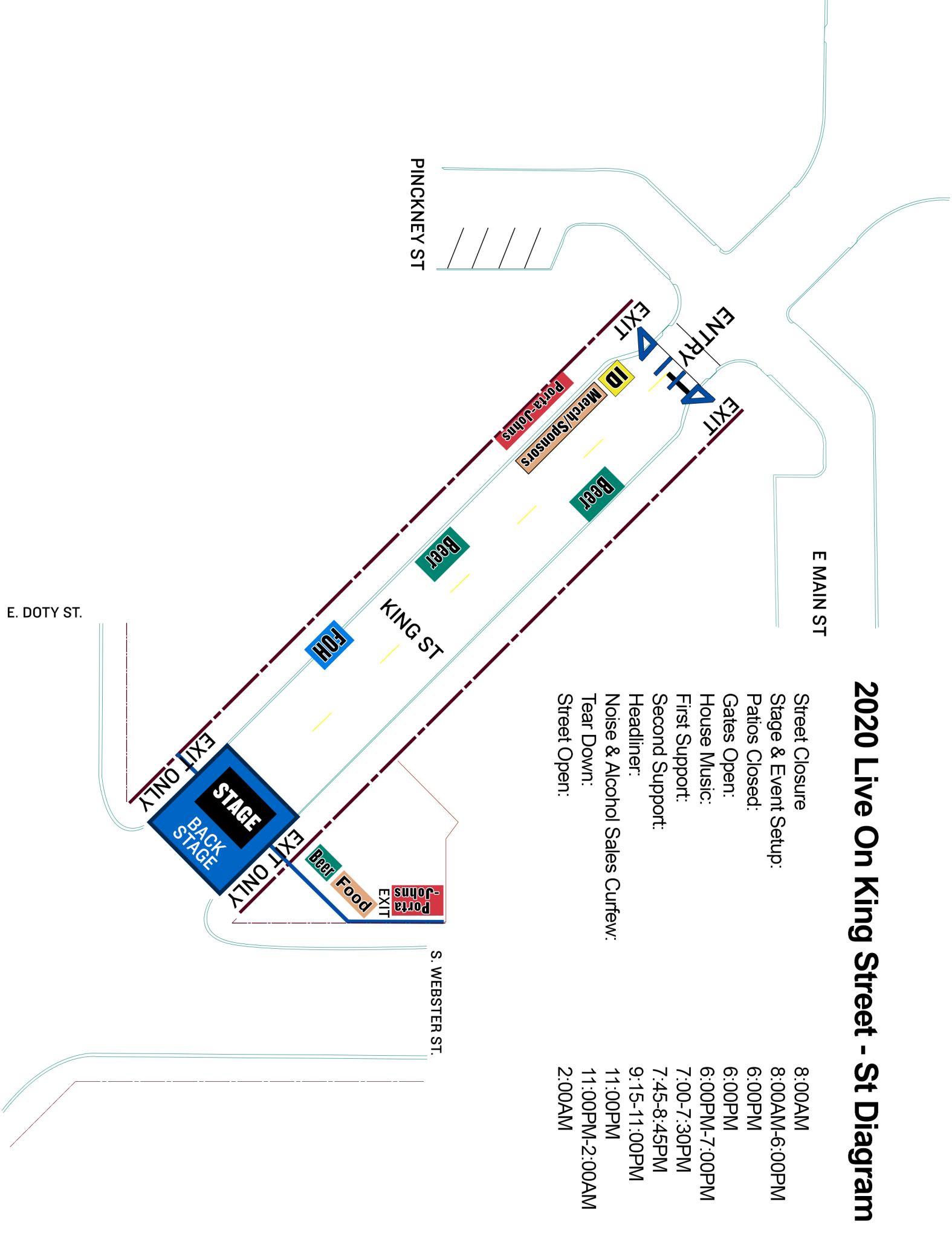
September 18, 2020

I wanted to drop a quick note to everyone regarding some day-of-event logistics. The 100 block of King Street will be closed down starting at 8:00AM to vehicle traffic, and the stage will be built in its normal location at the bottom of the block. We will have the street and sidewalk clean and back open to traffic by 2:00AM. Gates open at 6:00PM (all outdoor patios must be taken down by this time), and our noise curfew is 11:00PM. As a reminder, the street event has a separate liquor license and insurance policy that does not allow alcoholic drinks and glass originating from inside our separately licensed establishments, including the Majestic.

We appreciate all of your support throughout the years, and we look forward to another successful year on the block! Please do not hesitate to email, call, text, or chat with me if you have questions or concerns about this year's events! Thanks again!

# 2020 Live On King Street - St Diagram

Street Closure	8:00AM
Stage & Event Setup:	8:00AM-6:00PM
Patios Closed:	6:00PM
Gates Open:	6:00PM
House Music:	6:00PM-7:00PM
First Support:	7:00-7:30PM
Second Support:	7:45-8:45PM
Headliner:	9:15-11:00PM
Noise & Alcohol Sales Curfew:	11:00PM
Tear Down:	11:00PM-2:00AM
Street Open:	2:00AM



## 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: Live on King Street 2020

Contact Person: Heston Nicholas

Location: 100 block of King Street

Date: 6/26/20; 7/17/20; 7/24/20; 8/7/20; 8/28/20; 9/18/20

Type of Amplified Sound:

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

☐ Other (please specify): \_\_\_\_\_

Hours of Amplification:

Date: 6/26/20; 7/17/20; 7/24/20; 8/7/20; 8/28/20; 9/18/20

Time: 3:00 PM - 11:00 PM (3:00 PM - 6:00 PM soundcheck)



## 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: Live on King Streets

Event Organizer/Sponsor: FPC Live LLC

Address: 100 Blocks of King Street

City/State/Zip: Madison, WI 53703

Date(s) of Event: 6/26/20; 7/17/20; 7/24/20; 8/7/20; 8/28/28; 9/18/20 Rain Date(s): N/A

Primary Contact: Heston Nicholas

E-mail: heston@fpc-live.com

Work Phone: 805-704-6883 Phone During Event: 805-704-6883

Vendor Name	WI State Seller's Permit #
1. IAN'S PIZZA	456-1030398320-04
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