



## Legislation Text

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**File #:** 07335, **Version:** 1

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### **Fiscal Note**

Final terms of an agreement with Frank Productions have not been negotiated at this time, but the proposed revenue sharing arrangement would result in estimated Halloween revenues of \$115,000 to \$125,000 for the City. That compares with actual revenue of \$90,884 in 2006 and budgeted revenues of \$200,000 in 2007. These revenues would act to offset event related expenditures incurred by various City agencies.

### **Title**

Authorizing the Mayor and City Clerk to execute a contract with Frank Productions, Inc. as required by the conditions of the Street Use Permit issued to Frank Productions, Inc. for events associated with Halloween, 2007.

### **Body**

WHEREAS, on August 7, 2007, the Common Council of the City of Madison adopted Resolution ID# 06757 authorizing, among other things, a gating and ticketing system for purposes of crowd control on and around State Street on October 27-28, 2007, and approved a budget and allocation of costs for City's law enforcement and other obligations with respect to maintaining order during the Halloween activities that traditionally take place on State Street during the weekend closest to October 31st; and

WHEREAS, Frank Productions, Inc. has applied for a Street Use Permit to hold music and entertainment activities in the continuing effort to re-brand the Halloween experience into a safe and positive attraction in downtown Madison; and WHEREAS, on August 22, 2007, the Street Use Staff team approved a Street Use Permit for Frank Productions, Inc. (conditioned on proof of insurance and submittal of a map showing the permitted areas) for music, entertainment, and vending venues to be contained within the City's gated area on October 27-28, 2007; and

WHEREAS, the City has an interest in gating and ticketing for the reasons stated in Resolution ID# 06757 and Frank Productions has an interest in charging a ticket fee for the entertainment; and

WHEREAS, one of the conditions of the Street Use Permit issued to Frank Productions is that the City and Frank Productions enter into a written agreement to address details of ticket sales and appropriate allocation of ticket revenue and any other fundraising revenue; to reflect costs of city services associated with the Street Use Permit and the contributions of both parties to the safety and success of the event;

NOW, THEREFORE, BE IT RESOLVED that City Staff are authorized to negotiate and the Mayor and City Clerk are authorized to sign a contract with Frank Productions, Inc. for the above-stated purposes.