



Legislation Text

File #: 33813, **Version:** 1

Fiscal Note

This resolution authorizes gating and ticketing for the Halloween event and authorizes the City to negotiate and enter into a contract with Frank Productions, Inc., to address the allocation of costs and revenues associated with the event. The 2014 Adopted Budget includes \$170,000 in General Fund revenue, which would allow for full recovery of the City agencies' budgeted costs of about \$36,000. The 2013 Adopted Budget included \$170,000 in General Fund revenue while actual revenue was \$93,550: \$41,724 to cover the City's costs and \$51,826 in revenue sharing.

Title

Resolution to authorize a contract with Frank Productions, Inc., for Freakfest 2014 and to authorize gating and ticketing for entry into the event area.

Body

WHEREAS, Frank Productions, Inc., will be applying for a Street Use Permit to hold music and entertainment activities as part of the continuing effort to re-brand the State Street Halloween experience into a safe and positive attraction in downtown Madison known as "Freakfest;" and

WHEREAS, the number of personnel needed to staff this event requires the use of large staging areas in proximity to the event; and

WHEREAS, the City has an interest in gating and ticketing the area surrounding the event to enhance crowd safety and to offset City costs associated with the Halloween event, and Frank Productions has an interest in charging a ticket fee for the entertainment; and

WHEREAS, one of the conditions in the Street Use Permit to be issued to Frank Productions is that the City and Frank Productions enter into a written agreement to address details of ticket sales, appropriate allocation of ticket revenue and any other fundraising revenue, and 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; and

NOW, THEREFORE, BE IT RESOLVED, that subject to both the approval of the Mayor's Office and the issuance of a Street Use Permit to Frank Productions for the 2014 Halloween "Freakfest" event, City staff are authorized to sign a contract with Frank Productions, Inc., for the above-stated purposes; and

BE IT FURTHER RESOLVED, that the city staff will distribute free admission tickets as needed to residents and others within the gated perimeter as deemed appropriate; and

BE FINALLY RESOLVED, that the City may collect admission fees and other donations in conjunction with the Halloween event to cover these and other related costs.