



## Legislation Text

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**File #: 53035, Version: 1**

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### Fiscal Note

The proposed resolution authorizes an agreement with Frank Productions for the 2018 Freakfest event. The cost sharing arrangement for the agreement has been modified from previous years. Under the revised proposal the City will receive \$20,000 from initial revenues, Frank Productions will receive the next \$50,000, and any remaining balance will go to the City. Revenue from the event is budgeted in the City's General Fund; the 2018 Adopted Operating Budget assumes \$100,000 from the event.

### Title

Authorizing a contract with Frank Productions Concerts, LLC for Freakfest 2018 and authorizing a system of gating and ticketing for entry into the event area

### Body

WHEREAS, for several years the City and Frank Productions have collaborated to organize an event on State Street for Halloween; and

WHEREAS, for 2018 as in past years, Frank Productions has been issued a Street Use Permit from the City to hold music and entertainment activities in downtown Madison as part of the continuing effort to ensure the State Street Halloween experience is a safe and positive attraction; this event is known as "Freakfest" and scheduled to take place from 7:00 p.m. on Saturday, October 27, 2018 to 1:30 a.m. on Sunday, October 28, 2018; 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 of the Street Use Permit issued to Frank Productions is that the City and Frank Productions must enter into a written contract 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

WHEREAS, the division of Frank Productions that will be putting on this event is Frank Productions Concerts, LLC; and

WHEREAS, the financial terms of the 2018 contract have been renegotiated to result in a more simplified plan for sharing revenue and costs, as follows:

Frank Productions continues to handle all ticketing, promotion and production duties as in past years.

Frank Productions will cap its costs of production and artist fees, not to exceed \$300,000.

The event proceeds after costs of production/artists will be divided as follows:

City is paid the first \$20,000

Frank Productions receives next \$50,000

City receives the balance of any remaining proceeds

Previous sliding fee scales used for distribution of net revenues will NOT be used for this contract

Parties will promptly and regularly report and share relevant budget, invoices, other costs details on a

schedule to be set in the contract.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Clerk are authorized to sign a contract as described above with Frank Productions Concerts, LLC for the 2018 Halloween event known as Freakfest; and

BE IT FURTHER RESOLVED, that the City may utilize a ticketing and gating system and collect admission fees, and receive donations in conjunction with the Halloween event to cover the costs described above and other related costs; and

BE FINALLY RESOLVED, that City staff will distribute free admission tickets as needed to residents and others within the gated perimeter as deemed appropriate.