

Welcome to the Summerfest Grounds

This guidebook is designed to assist our patrons with disabilities. Copies of this brochure are available in Braille and large print and are located at the information booths, the Respite Pavilion, and on the Summerfest website at www.summerfest.com/accessibility.

Milwaukee World Festival, Inc. hopes this guidebook will assist your visit to any one of the many special events here on the Summerfest grounds. Included in this guidebook are outlines of the various services available: American Family Insurance Amphitheater seating policies, parking information, and maps and descriptions of the grounds.

In compliance with the 1990 Americans with Disabilities Act (ADA), Summerfest is continuously striving to make the grounds barrier-free. We welcome your comments! Please contact us at (414) 273-2680 (voice/TTY), or online at www.summerfest.com.

Directions to Summerfest Grounds

From the West:

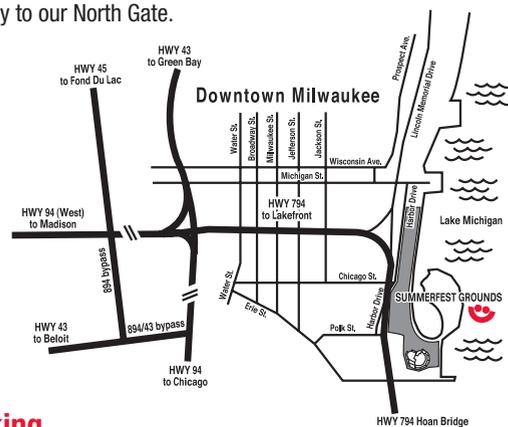
Take I-94 east and exit at 26th Street. Follow St. Paul Avenue east to Water Street and follow the signs to one of the many parking lots in the area. Or follow I-94 further east, exit at James Lovell Street, park downtown and take the shuttle directly to our North Gate.

From the North:

Take I-43 south and exit at McKinley Boulevard. Proceed east on McKinley Boulevard to Water Street. Take Water Street south and follow the signs to one of the many parking lots in the area, or you may park downtown and tiek the shuttle bus directly to our North Gate.

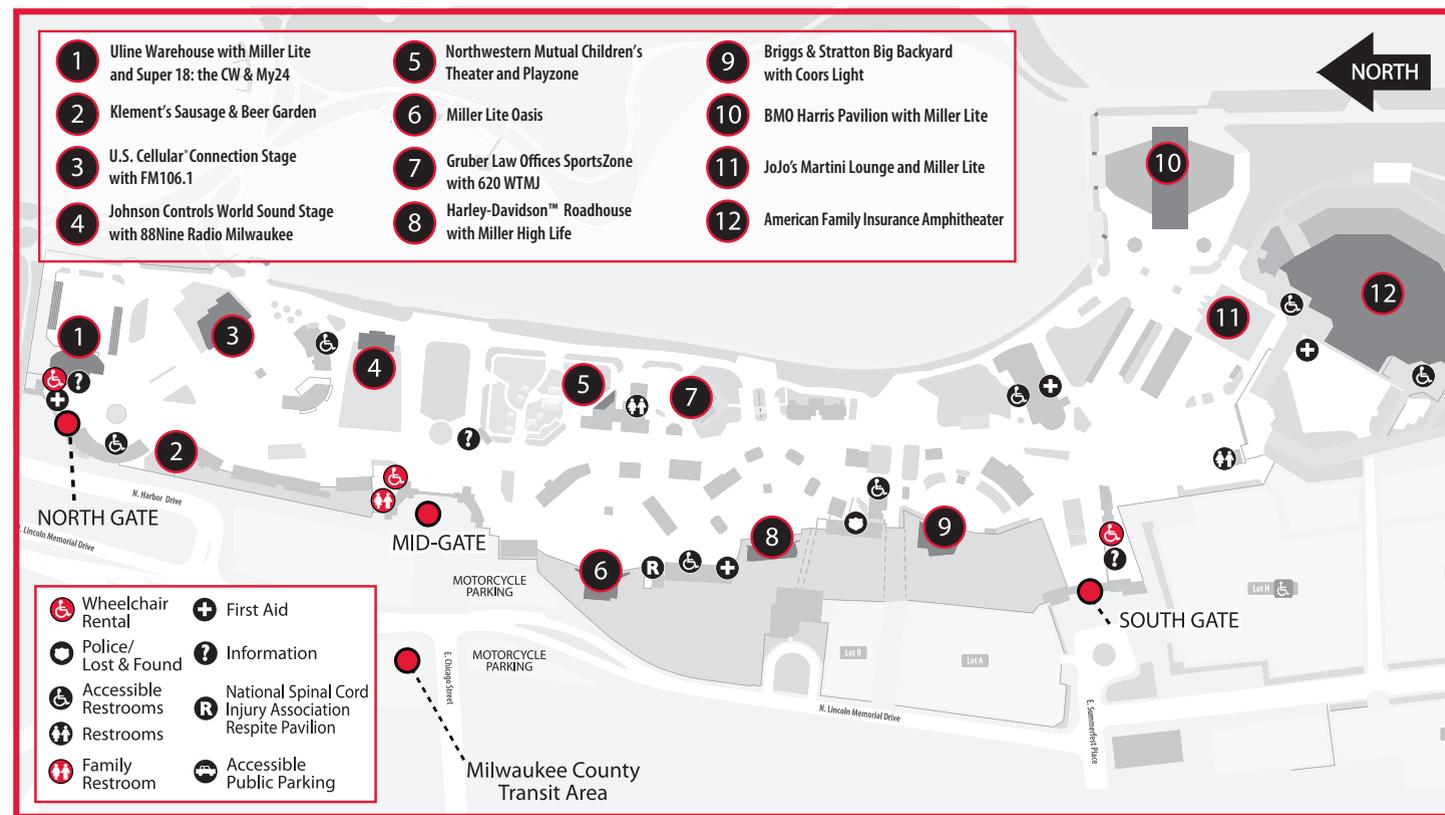
From the South:

Follow I-43 North to National Ave exit. Proceed north on 9th Street to National Avenue. Proceed east on National Ave to 1st St. Proceed north/east on 1st Street and follow the signs to Summerfest. Or continue north and exit at Kilbourn Avenue to park downtown and take the shuttle bus directly to our North Gate.



Parking

Accessible parking spaces are available in lots G, H & P. Vehicles must have appropriate plates or a permit to park in accessible spaces. All parking is on a first-come, first-served basis.



Passenger Loading Zones

During Summerfest, passengers in personal vehicles can be dropped-off/picked-up at the South Gate. For all other events, passenger drop-off/pick-up will be at the Mid Gate.

For Transit Plus, passenger loading/unloading will be located at the North Gate during Summerfest, and at the Mid Gate for all other festivals.

Standard Taxi Services

During Summerfest only, standard taxi service is available outside the South Gate two blocks west on Jackson St, one block west of Mid Gate on Chicago Street at Jackson, and one block north of the North Gate on Michigan. During the ethnic festivals, taxi service is available at the festival's Main Gate.

Public Transportation

There are several routes available throughout the City of Milwaukee. For detailed route, fare, accessibility and, schedule information, call the Milwaukee County Transit System's BusLine at (414) 344-6711 (voice) (414) 937-3299 (TTY 6:00 am - 10:00 pm).

Lodging

For updates on hotel availability, assistance in making reservations, and obtaining general tourist information for the Greater Milwaukee area call (800) 554-1448 (voice), (800) 554-1448 (for relay) or visit them online at www.milwaukee.org.

Additional Services

Information & Services

Information Centers are located adjacent to all gate areas. Security personnel are easily identified by red shirts, and are stationed at all gate areas and throughout the grounds. They are available to answer questions and provide directions. Audio maps are available at South, Mid and North information booths, and at the Respite Pavilion. Information booths are sponsored by Journal Communications.

First Aid

During Summerfest, First Aid stations are at the North, Mid, and South Gates and the American Family Insurance Amphitheater (open for all American Family Insurance Amphitheater performances). First Aid Stations are sponsored by Aurora Health Care.

National Spinal Cord Injury Association Respite Pavilion

This "smoke free" facility, located just south of the Miller Lite Oasis, is specifically designed for the comfort of our patrons with disabilities and/or special needs. The pavilion includes a fully accessible shower and restroom facilities, an air-conditioned rest area, and an outdoor observation deck. Storage lockers and oxygen storage is available. Attendant services are not available. This facility closes at 10:00 pm during Summerfest and all ethnic festivals and is not open for American Family Insurance Amphitheater performances outside of those festivals.

Family Restroom

A large, private unisex restroom for families, patrons with disabilities and their companions, or anyone needing a little extra room and privacy is located in the north wing of the Mid Gate building. Door key is available at the check-in service desk at the Mid Gate.

Summerfest Courtesy Assistance Program

This program uses volunteers to promote services available to people with disabilities. Program volunteers will be stationed at the Mid Gate and throughout the festival grounds to provide support if needed during Summerfest and are identifiable by their hang tag.

Stage Area Seating

During Summerfest, all major stage areas throughout the festival grounds offer front row seating or raised platforms where marked and accessible picnic tables for patrons with disabilities and their companions. Accessible seating at picnic tables are located throughout the grounds. For the ethnic festivals, major stage areas will provide a raised platform designated area with accessible seating. The covered seating area of the BMO Harris Pavilion has designated accessible seating.

Large Print & Braille Schedules

Large print and Braille entertainment schedules are available at all gate information centers on the grounds in addition to the Respite Pavilion.

Sign Language Interpreters

Performances: Sign language interpreters can be provided for specific performances upon request by calling the Summerfest offices at (414) 273-2680 or by emailing frontdesk@summerfest.com. A minimum of two weeks prior notice is required so an interpreter can be secured.

Food and Bar Assistance

If you need any assistance transporting food or beverage items to a seating area, please inform the food vendor's employees and they will be happy to assist you.

Northwestern Mutual Children's Theater & PlayZone

Transfer points (located at each play-set) and interactive play panels for children using wheelchairs are available in the Children's PlayZone.

Drinking Fountains

Drinking fountains are located outside each restroom area and are accessible to all patrons. Drinking fountains can also be found near the Children's Area.

Wheelchair/Stroller Rental

A limited number of wheelchairs and strollers may be rented for a minimal charge (with two forms of proper ID), for Summerfest and the ethnic festivals. During Summerfest, wheelchair and stroller rental stations are located at the North Gate, Mid Gate, and south Gate. During all ethnic festivals, wheelchair rentals will be located at the Mid Gate. Scooter rentals are no longer available.

Service Animals

If you are training an animal, the animal must wear a harness or leash and cape denoting that the animal is in training. If you have a service animal, we strongly encourage the use of an identifying vest, harness, cape, or leash. Upon arrival, Summerfest staff may ask you if the animal is a service animal required because of a disability or if the animal is being trained to be a service animal. If the animal is a service animal-in-training, be prepared to produce documentation that the animal is in training currently. Summerfest reserves the right to remove both animal and patron if the animal jeopardizes the safety of others. Summerfest will NEVER separate or attempt to separate you from your service animal or service animal-in-training.

For accommodations for services not mentioned in this brochure, please call (414) 273-2680 or email frontdesk@summerfest.com

Milwaukee World Festival, Inc. requests individuals needing assistance be accompanied by a companion or attendant. Employees of Milwaukee World Festival, Inc. and the National Spinal Cord Injury Association Respite Pavilion are not permitted to assist patrons with transferring or personal cares.



Accommodations

Tickets for Accessible Seating

Availability of tickets for accessible seating include, but are not limited to, people who use wheelchairs, are blind or visually impaired, or who are deaf or hard-of-hearing. Tickets can be purchased by contacting the Summerfest Box Office at (414) 273-2600 (voice/TTY). On-line ordering of accessible seating is also available through Ticketmaster at www.ticketmaster.com.

Please note, for each wheelchair space purchased by a disabled individual, three additional seats in the same row contiguous with the wheelchair space shall be made available for purchase (provided they are available at time of purchase). Summerfest will provide a folding chair as the companion seat in wheelchair accessible reserved seating areas.

Summerfest Amphitheater Concerts

Reserved wheelchair accessible seats are located on Platforms AA through L in sections 1-8. Patrons may purchase tickets for a specific platform.

For shows offering free General Admission seating, accessible seating is located on platform L. Free General Admission seating during Summerfest is available on a first-come, first-served basis with wristbands. Wristbands are issued at Noon on the day of the performance at the American Family Insurance Amphitheater.

Amphitheater Aide

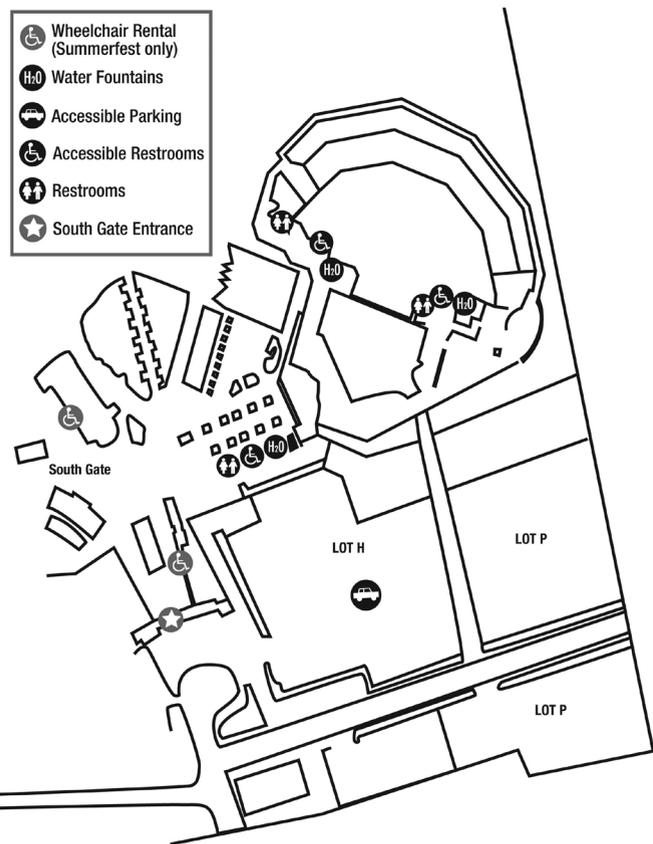
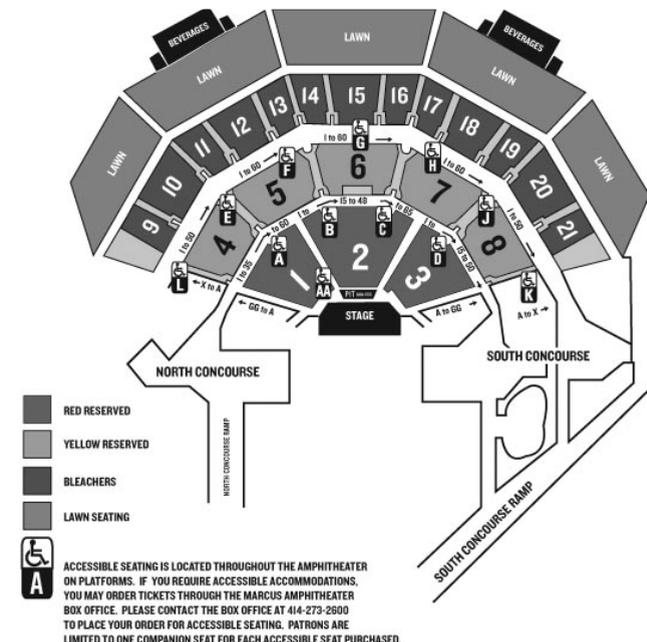
For all Summerfest concerts, volunteers are available to assist persons with disabilities, the elderly, or those who need special assistance to their concert seats.

Regular Season Concerts Outside Summerfest

Reserved seating on our accessible seating platforms are available on Platforms AA through L, located in sections 1 through 8. General Admission seating is available on Platform L, located on the north end of the Amphitheater. There are no free General Admission seats for concerts held in the American Family Insurance Amphitheater outside of Summerfest.

The American Family Insurance Amphitheater was constructed prior to The Americans with Disabilities Act (ADA), signed into law on July 26, 1990, therefore the accessible seating locations for the bleachers and L.L.Bean Lawn seats, are platforms K and L, respectively. Neither the L.L.Bean Lawn nor the bleachers were designed to accommodate wheelchairs, and are not accessible. Please use the designated platforms K and L in those areas. For the safety of all patrons, wheelchairs are not permitted in the bleachers or on the L.L.Bean Lawn.

Please consult the American Family Insurance Amphitheater Map to reference platform locations.



Milwaukee World Festival, Inc. wishes to acknowledge and thank the volunteers of the Summerfest ADA Task Force.

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ACCESSIBILITY BROCHURE

