

705 Campsites Total



Country Boom 2026 Plan Overview

Country Boom 2026 proposes a temporary music festival event located on agricultural property near the intersection of Wolf Road, County Road B, and Highway 162 in the Town of Bangor, La Crosse County, Wisconsin.

The event is designed as a three-day annual festival with temporary infrastructure and operational planning intended to minimize impacts on surrounding properties while maintaining the agricultural character of the land.



Executive Summary

The Site

Approximately **75 acres of agricultural land** near Wolf Road, County Road B, and Highway 162 in the Town of Bangor, La Crosse County, Wisconsin. The property will remain in agricultural production throughout.

A local farmer will continue hay production, typically producing **two hay cuttings prior to the event season** and one cutting afterward, weather permitting.

The Event

The event is expected to host **7,000–12,000 attendees per day**, with operational staff, vendors, and safety personnel supporting event operations. Transportation planning prioritizes remote parking with high-frequency shuttle transportation, significantly reducing on-site traffic congestion and minimizing impacts to surrounding roadways.

All event infrastructure will be temporary and removed following the event, allowing the property to continue functioning primarily as agricultural land.

Venue Location Advantages

Highway Access

Direct proximity to Highway 162 and County Road B

I-90 Proximity

Approximately one mile from the I-90 interchange, allowing rapid dispersal of traffic

Wolf Road Corridor

Utilization of Wolf Road as a controlled ingress corridor, preventing traffic queues from backing onto county highways

Minimal Residential Impact

A location affecting only three nearby residences, substantially reducing residential impact compared to prior regional sites

Event Planning Provisions

- Traffic and shuttle transportation management
- Noise mitigation through stage orientation and natural topography
- Emergency medical services and public safety coordination
- Environmental protection and erosion control
- Agricultural continuity and land restoration after the event
- Wastewater management and sanitation services
- Heat mitigation and hydration availability for attendees

Country Boom is committed to coordinating closely with La Crosse County officials, the Town of Bangor, the La Crosse County Sheriff's Department, Bangor Fire Department, emergency medical providers, and other local agencies to ensure safe and responsible event operations.

Operations Overview

Traffic

- Shuttle transportation from remote parking
- Traffic management plan
- Coordination with county highway and DOT

Noise

- Stage orientation away from nearby residences
- Limited operating hours
- Sound management by professional production team

Lighting

- Temporary lighting directed downward
- Lighting removed after event

Dust / Ground Cover

- Temporary gravel pads or 'swamp mats' for shuttle and backstage load areas
- Erosion control practices implemented

Agricultural Continuation

- Property remains in agricultural production
- Two hay crops possible before event, and one after
- Temporary infrastructure removed after event

Safety

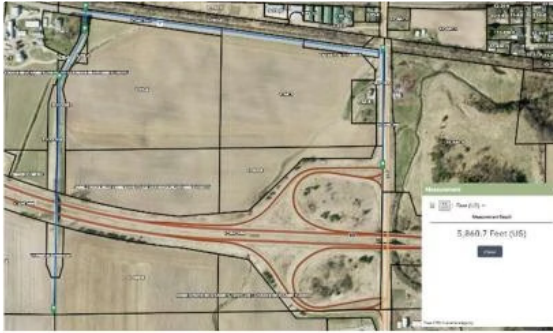
- On-site EMS and medical facilities
- Hydration stations and shade areas
- Crowd safety planning

Site Map



This aerial site map illustrates the layout of the 2026 Festival grounds. The map shows 705 Campsites Total across three sections (142 sites, 250 sites, and 313 sites), a Central Plaza with shuttle drop, vendor/staff parking, restrooms, food trucks, and stages, plus a large Guest Parking area at the bottom of the map. The site is located in a rural area with large fields and a road to the north. Room was preserved for parking in or near the current camping locations, with overflow camping and ADA camping available south of the concert area, between the guest general admission parking.

Traffic Operations & Impact Study



This report is engineered to serve as the definitive Traffic Operations & Impact Study for the La Crosse County Conditional Use Permit application. It leverages the comparative data from the previous venue to demonstrate that this new location is not just an alternative, but a **massive logistical upgrade** for the safety and fluidity of the West Salem/Bangor area.

Site Connectivity & Strategic Advantages

The new venue location is uniquely positioned to handle large assemblies due to its immediate proximity to multi-directional arterial roads.

Multi-Directional Arterials

The site offers excellent East-West flow via County Road B (connecting to West Salem and Bangor) and North-South flow via Hwy 162.

I-90 Synergy

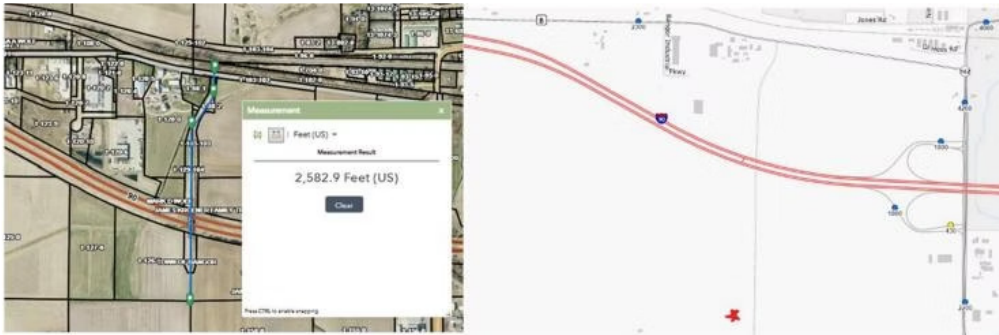
The I-90 on-ramp is located approximately **1 mile from the venue exit**. At a very conservative average speed of 25 mph, this allows for a **2-minute transit time** from the venue to the Interstate, significantly reducing the duration vehicles remain on local county roads.

Infrastructure Comparison

The previous location required a **3-mile journey** to reach I-90. The new site reduces this distance by **66%**, facilitating a much faster "flush" of the area.

Comparison & Safety Upgrades

Feature	Previous Location	New Venue (Wolf Rd)	Improvement
Distance to I-90	3 Miles	1 Mile	200% Faster Access
Baseline Traffic	1,200 Cars/Day	Negligible	Safer Ingress
Impacted Residents	65+ Homes	3 Homes	95% Impact Reduction
Backfill Length	3,300 ft (on County Hwy)	2,582.9 ft (Dead-end Rd)	Hwy Safety Upgrade



Wolf Road: The "Backfill" Reservoir & Traffic Flow

A primary concern for the County is the prevention of traffic "tailbacks" on County Highways.

Zero-Impact Dead End

Wolf Road is a dead-end road with only **3 residents** past the venue. This is a **95% reduction** in impacted neighbors compared to the previous location on Ceresa Dr, which had 65+ homes immediately adjacent.

Reservoir Capacity

Wolf Road provides a **2,582.9 ft "Backfill" zone** from the venue entrance to the intersection with County Hwy B. This creates a massive internal staging area that keeps festival-bound vehicles entirely off the highways.

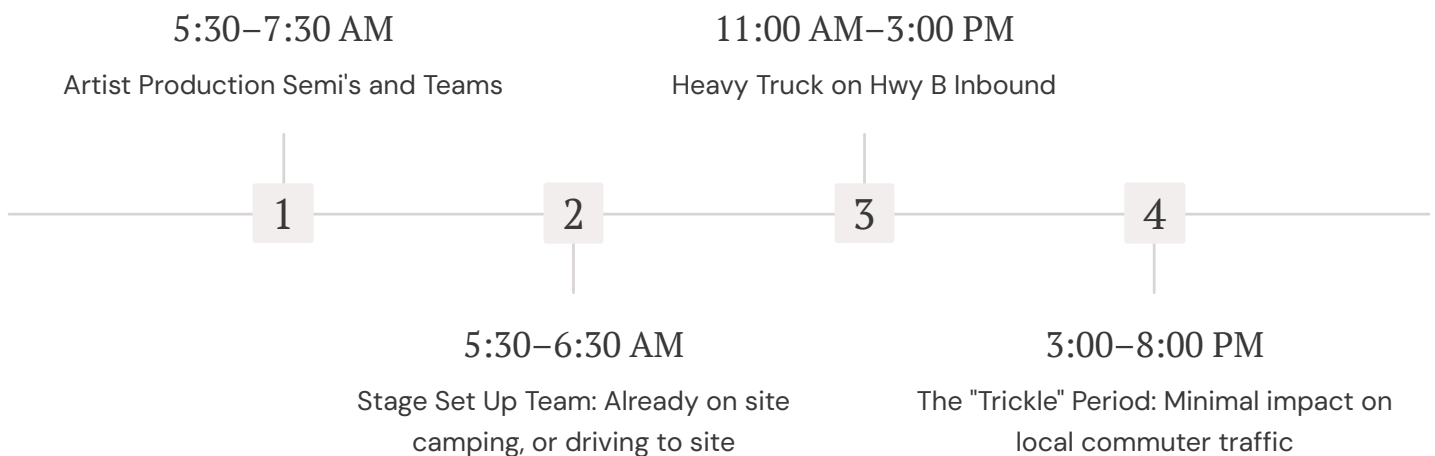
The Math

With an average vehicle length of 18 feet and 3-foot spacing, Wolf Road can "reservoir" approximately **250 vehicles**.

Credentialing

4-lane "Rapid Scan" toll array located **200 feet inside the property line** to ensure no car stops on the public right-of-way.

Traffic Flow Dynamics



Shuttle System, Egress & Road Maintenance

Shuttle Transit Hub: Efficiency & Frequency

To meet Large Assembly Permit parameters, we are implementing a high-volume "Shuttle Turn" strategy. Shuttles are phased in throughout the day (starting at 2:00 PM/3:00 PM) with a hypothetical surge of 18 buses operating between 11:00 PM and 2:00 AM. This allows us to clear all pedestrian lines within one hour of the final performance. We start with an anticipated 18 shuttles at peak egress, with potential to fit up to 40 if needed.

Hub	One-way drive	Est. round-trip cycle	People per bus per hour	Total people/hr (18 buses)
Bangor HS	6 min	6+6+8 = 20 min	3.0 × 55 = 165	~2,970/hr
West Salem HS	9 min	9+9+8 = 26 min	2.31 × 55 = 127	~2,290/hr
Valley View Mall	15 min	15+15+8 = 38 min	1.58 × 55 = 87	~1,560/hr

Off-Site Parking Hubs

Primary Hub: Valley View Mall

2,500+ dedicated stalls. Shuttles departing every 8 minutes. Hotels and neighboring areas count for significantly more.

Secondary Hub: West Salem High School

800 stalls (utilizing off-peak school days and hours), not counting on street parking.

Third Hub: Bangor High School

350–400 parking stalls

The Egress 'Pulse' (The End-of-Night Surge)

This is where most festivals fail. Our plan utilizes a 'Triple-Exit' Pulse System.

1 Phase A (The Shuttles)

Dedicated "Green Lane" on County Road B. Shuttles have absolute priority. Combined with cars, we can clear 3,000+ people in the first 30 minutes.

2 Phase B (The Pulse)

We will work with the La Crosse County Sheriff to implement manual signal control at the Hwy B/Wolf Rd interchange.

Risk Mitigation & Road Maintenance

- **Heavy Industrial Flow:** We have identified that Hwy B carries heavy industrial traffic during standard work hours. To mitigate conflict, our peak ingress/egress is scheduled for non-peak industrial hours.
- **Road Surface Integrity:** We acknowledge the recent tar road improvements made by the Township of Bangor. We are prepared to commit to a road maintenance agreement to repair any wear caused by heavy truck turns at the venue entrance.
- **Bonding:** We also plan on implementing a bonding with the Township of Bangor to ensure this is covered.

❑ **Conclusion:** This traffic plan demonstrates that by moving to the Wolf Road site, we are utilizing a dead-end reservoir to protect local traffic flow, reducing transit times to I-90 by 66%, and nearly eliminating the impact on local residential zones.

Emergency & Contingency Scenarios

In compliance with **Chapter 13.03(5)**, we have pre-planned for the "Unthinkable."

Scenario	Protocol
Severe Weather Evacuation	All shuttle assets are mobilized to "Life Safety Mode" to move non-vehicular guests to West Salem HS gymnasiums.
Medical Emergency	A dedicated 15-foot "Lifeline" lane will be always kept clear on the east shoulder of Wolf Rd. No parking or standing permitted. There is also a field road West of Wolf Rd we have gotten permission to use in an emergency.
Gridlock at Intersections	Deployment of 4 CSAs (Certified Signal Assistants) to take over manual flagging to prioritize festival exit vs. local bypass.

Severe Wind Roof Plan

Winds Expected to Exceed 20 MPH

A team of qualified personnel shall be put on alert. All necessary personnel shall be in place and put on standby.

Winds Expected to Exceed 30 MPH

All scrim shall be removed from the system. All video walls and large speaker clusters shall be lowered to the ground and secured. Lowering of scrim or equipment shall be done from the ground by means of remotely activated equipment such as motors or mechanical releases.

Winds Expected to Exceed 40 MPH

All show operations shall cease and the immediate area shall be evacuated. Install downstage emergency sway cables between the downstage towers.

Wind Speeds in Excess of 50 MPH

All personnel should maintain safe distance from the roof system.

Tri-Zone Evacuation & On-Site Meteorologist

Tri-Zone Evacuation

We categorize attendees into three groups to prevent 'bottlenecking' at the exits.

Zone A: The Camping Community (Self-Shelter)

Campers are instructed via PA and LED boards to return to their campsites and seek shelter inside hard-sided vehicles (Trucks/SUVs). Tents and pop-up campers are NOT considered safe structures. Campers without hard-sided vehicles are moved to Zone C. 10 "Campsite Marshals" on ATVs assist in securing loose gear.

Zone B: Day-Pass / Commuter Guests (Vehicle Shelter)

Guests who drove to the site are directed to their personal vehicles in the parking lots. Parking staff transition from "Parking Mode" to "Directional Mode," ensuring guests are funneled directly to the Wolf Road Outbound Spine.

Zone C: Non-Vehicular / Shuttle Guests (Mass Shelter)

Immediate Hard Shelter: The Farm at Wolf Rd provides 12,000+ sq. ft. of clear-span steel buildings as the "Immediate Life-Safety Zone." All 18-45 shuttles are mobilized to the 180 ft x 175 ft Shuttle Hub, pulsing guests to West Salem High School or Bangor High School gymnasiums (pre-designated Red Cross Emergency Shelters) in under 10 minutes. 3 "Hot Shuttles" are maintained at the ADA lane for guests with mobility issues.

On-Site Meteorologist & Unified Notification

- On-Site Meteorologist: A contracted specialist with access to GRLevel3 Radar Data and a dedicated lightning detection system with a 20-mile radius.
- Unified Notification System: Integrated push notifications to the Festival App, SMS alerts to all staff/vendors, and a "Master Override" on the PA/Video walls.

 **COMMON SENSE IS KEY, PROTECT YOURSELF AND YOUR FAMILY FIRST. THE SHOW CAN BE REBUILT.**

Public Safety, Health & Emergency Services

This event is designed to be a **net-zero burden** on La Crosse County emergency infrastructure.

Medical & Triage (Health Dept. Standard)

On-Site Field Hospital: A climate-controlled 8×20 facility located near the shuttle hub for rapid extraction.

Staffing: 4 RNs, and 8 EMTs.

Hydration: Two 5,000-gallon potable water "Water Trees" to prevent heat exhaustion.

Fire & Life Safety

- Coordination with the Bangor Fire Department during the planning process to review site layout, access routes, and emergency response procedures
- Strategic placement of fire extinguishers throughout vendor areas, stage areas, and operational zones
- On-site coordination with event safety staff and emergency responders
- Event staff and security personnel will be trained in emergency procedures and will coordinate with local fire authorities should any fire or safety situation arise

Law Enforcement & Public Safety Coordination

Country Boom will coordinate closely with the La Crosse County Sheriff's Department regarding event safety, traffic management, and emergency response planning. Public safety coordination may include:

- Development of a coordinated event safety plan in consultation with the Sheriff's Department
- Deployment of trained security personnel throughout the venue
- Establishment of a unified command area for communication between event staff, law enforcement, and emergency services
- Coordination of traffic control measures during peak ingress and egress periods
- Monitoring of crowd movement and perimeter security
- **Manual Signal Control:** Pre-coordinated flagging at the Wolf Rd/Hwy B and potentially 162 interchange to prioritize the end-of-night "Pulse"

Perimeter Security & Statutory Compliance

Perimeter Security & Venue Fencing

To maintain a controlled and secure environment, the entire event area will be enclosed with temporary six-foot-tall chain-link fencing. Security measures include:

- Continuous six-foot chain-link perimeter fencing surrounding the event grounds
- Controlled entry and exit points with ticket scanning and security screening
- Security personnel monitoring the perimeter fence line throughout the event
- Patrols by event security staff to ensure the perimeter remains secure
- Restricted access to operational areas such as stage production zones, emergency service areas, and shuttle staging areas

Safety & Technical Measurements

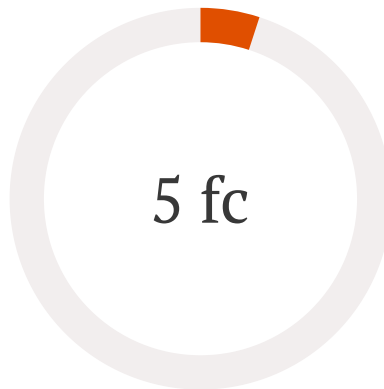
Feature	Measurement	Purpose
Stage Clearance	30 ft Height	Visual impact and rigging safety
Wolf Rd Ingress Taper	175 ft length	Prevents shuttle tailbacks on public roads
Shuttle Exit Radius	50 ft Turning Radius	Ensures "One-Swing" exit for 45' coaches
Emergency Buffer	15 ft Perimeter	Continuous "Fire Lane" around the entire site
ADA Path Slope	< 5% Gradient	Full compliance with accessibility standards

Statutory Compliance (Large Assembly Requirements)



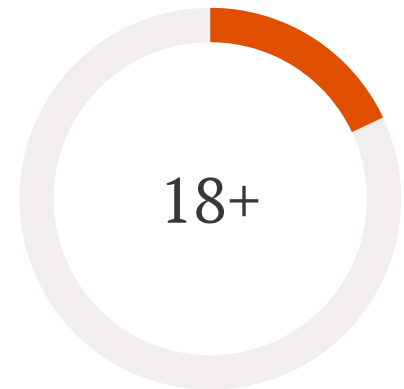
On-Site Stalls

Plus 3,300 shuttle stalls, exceeding the 1 space per 4 persons requirement by 130%



Illumination

All ingress/egress points lit at 5 foot-candles using silent solar-hybrid light towers



Peak Shuttles

18 buses at peak egress, with potential to scale up to 40 if needed

Acoustic Engineering, Noise Mitigation & Stage Design

To satisfy Zoning and neighbor concerns, we are leveraging the natural "Bowl" topography of the site.

Topographical Containment

The stage is set at the base of the western ridge, facing **East toward Wolf Rd.** The **15-foot ridge** with another 10 foot temporary office for a total of **25-foot ridge** buffer, acts as a natural sound baffle for neighbors to the West.

90-Degree Attenuation

Neighbors to the North and South (on County B) are positioned at a **90-degree off-axis angle** from the speakers. Due to Line Array physics, they will experience a **-18dB to -24dB reduction** in sound pressure, rendering the concert a faint background hum.

Cardioid Sub-Arrays

If needed: We will deploy **inverted-phase subwoofers** to cancel out low-frequency "thumping" before it leaves the property line.

The "Amphitheater Bowl" Stage & Audience Plan

- **Stage Orientation:** 90° Due East. This ensures the "back of house" (the loudest point) faces the natural ridge to the West, using the earth as a literal sound barrier for neighbors in that direction.
- **The Bowl Incline:** The natural slope up toward Wolf Rd creates a tiered viewing area. We will mark "Safety Aisles" every 50 feet using LED-embedded ground stakes to ensure a clear **10-foot egress path** is maintained even during headliner performances.
- **FOH (Front of House) Position:** Calculated at exactly **125 feet from the stage lip** to minimize footprint while maximizing sound engineering precision.

The Strategic Site Superiority

The move to the Wolf Road/Township of Bangor location represents a **95% reduction in residential impact** and a **200% increase in logistical efficiency** compared to previous regional sites.

Residential Buffer: The site on Wolf Road affects only **3 residents**, a massive upgrade from the 65+ homes impacted at previous regional locations.

Directional Signage & Lighting Control

Directional Signage & Temporary Traffic Messaging

Temporary directional signage will be installed to assist attendees in navigating to parking and shuttle locations while maintaining orderly traffic flow. Signage measures may include:

- Temporary directional signs along approved roadways leading to the venue and shuttle parking areas
- Coordination with local authorities regarding placement of signage on public roads
- Use of temporary illuminated roadside message boards, similar to those commonly used in construction zones, to provide traffic direction and event-related instructions
- Clear directional signage guiding vehicles to designated parking areas and shuttle hubs
- All temporary signage will be removed following the event.

Lighting & Light Spill Control

Temporary lighting will be installed as necessary to ensure safe movement of attendees, staff, and vehicles during evening hours. Lighting practices will include:

- Use of temporary light towers positioned to direct illumination downward toward operational areas
- Placement of lighting in a manner designed to minimize spillover onto neighboring properties
- Use of shielded lighting fixtures where appropriate
- Limiting lighting to areas necessary for safety and operational visibility
- Turning off nonessential lighting following event operations

Environmental Protections & Land Use



Wetlands & Land Use

- **Soil Integrity:** We will utilize geotextile fabric and Grade 2 crushed stone for the 180 ft x 175 ft shuttle pad to prevent soil compaction and runoff.
- **Wetland Buffer:** No permanent structures or heavy equipment will be placed within 50 feet of any identified wetland pockets. Attached are maps of the wet areas, and drainage tile map.

Erosion & Sediment Control Plan

Temporary erosion and surface stabilization measures will be implemented to protect soil integrity and prevent sediment runoff during event operations. Designated areas will be stabilized using **breaker-rock gravel pads**. These pads will provide a durable, all-weather surface for buses, reducing rutting, soil compaction, and mud generation. Gravel placement will include appropriate grading to promote drainage and prevent sediment migration to adjacent areas.

Additional temporary measures, if necessary, may include stabilized entrances, silt fencing in sensitive locations, and protection of existing vegetation wherever feasible. No permanent paving or long-term grading is proposed. Any disturbed areas will be restored promptly following the event. Where appropriate, soil may be aerated, regraded, and reseeded to maintain agricultural productivity. All erosion control practices will comply with applicable local and state requirements.

Wastewater & Solid Waste Management

Wastewater Management

Option A — Approved Dump Station (Preferred)

If a permitted RV dump station is located within reasonable proximity to the venue, attendees will be directed to the designated off-site dump station(s). Event communications will include location details, operating hours, and disposal requirements. Signage will clearly state that discharge of wastewater on-site or on surrounding properties is strictly prohibited. Only licensed and approved sanitary facilities will be used.

Option B — On-Site Septic Pump Service

If no suitable public dump station is available within a reasonable distance, the event will contract a licensed septic hauler to provide on-site pump-out service. A designated, contained service area will be established. All collected wastewaters will be transported to an approved municipal treatment facility. No ground discharge will be permitted. Spill containment materials will be kept on-site.

Environmental Protections

- Strict prohibition of dumping onto the ground
- Clear signage and attendee communication regarding wastewater disposal rules
- Immediate cleanup protocol in the unlikely event of a spill
- Compliance with county health department and Wisconsin DNR regulations

📄 All wastewater handling and disposal will comply with applicable Wisconsin Department of Natural Resources (WDNR) and county health department regulations. Country Boom will coordinate with the appropriate authorities as required.

Solid Waste Management

- Commercial waste contractor for daily collection
- Recycling stations across venue
- Waste removal each night or morning, weather permitting
- Post-event full cleanup and site restoration

Neighbor Relations, Agricultural Continuity & Heat Mitigation

The 3-Home Protocol

The three residents on Wolf Road will be provided with "**VIP Resident Passes**" and a **direct phone line** to the Event Director and team.

Township Road Maintenance

We acknowledge the recent tar road improvements made by the Township of Bangor. We will provide a **Road Maintenance Agreement** to repair any stress-related wear caused by heavy production trucks at the venue entrance. We also plan on implementing a **bonding** with the Township of Bangor to ensure this is covered.

Agricultural Continuity Plan

The subject property will remain in active agricultural production and will continue to be utilized by a local farmer for hay production. The field typically produces:

- Two (2) hay cuttings prior to the event season, and
- One (1) hay cutting following the event season, weather permitting.

Event scheduling will occur only after the completion of the spring and early summer cuttings. We will work with the local farmer on site preparation and cleanup, to not impede his ability to maintain a significant level of production. Following the event, we will work together with the farmer to clean up or remove all temporary materials or garbage, and the majority of the field will be restored to a condition suitable for continued agricultural use, allowing for a potential late-season cutting.

No permanent structure will be installed. The land will remain classified and used as agricultural property, and farming will continue as the primary and ongoing use of the site. Event activities are temporary and coordinated around the agricultural production cycle, not in replacement of it.

Heat Mitigation & Attendee Cooling Plan

To promote attendee safety and comfort during warm weather conditions, the event will implement proactive heat mitigation measures throughout the venue.



Shaded Areas

Shaded areas will be created using **sun sails, umbrellas, and temporary shaded structures** positioned in high-traffic and queue areas. Natural shade will be preserved where available, and additional shaded rest zones will be established to provide relief from direct sun exposure.



Air-Conditioned EMS Stations

Air-conditioned EMS and medical stations will be located on-site to provide immediate cooling and evaluation for individuals experiencing heat-related symptoms.



Hydration Stations

Bulk potable water will be made readily available to all attendees **at no cost**. Clearly marked hydration stations will be distributed throughout the venue to encourage regular water consumption. Attendees will be encouraged through signage and announcements to hydrate frequently and utilize shaded rest areas.

- These measures are designed to reduce the risk of heat-related illness and ensure a safe environment during periods of elevated temperatures. Country Boom is committed to coordinating closely with all local agencies to ensure safe and responsible event operations.