

City of Madison Parks Division Vendors Permit Request

2/3 of Americans are overweight or obese and over 30% of those are clinically obese. Something has to change or America is going to start dying younger. My name is Dustin Maher and I believe I am one of those agents of change! I am a certified personal trainer and have become one of Madison's most trusted fitness experts, having appeared on TV as well as newspaper and magazines.

This summer I am committed to transforming and inspiring the lives of many Madisonians to live a healthier more active lifestyle. One avenue I would like to use is outdoor bootcamps. Outdoor bootcamps are especially popular in the southern states, but are gaining popularity in the northern US. Bootcamps are great because they allow a person to workout outside and enjoy the beautiful summers as well as creating a social environment that encourages teamwork and accountability. It is also beneficial to be under the guidance of a personal trainer who will provide safe and effective exercises for everyone. Another benefit is the VERY affordable price which allows those who couldn't hire a trainer to enjoy the benefits of a trainer. On Saturdays the camp would be open to families and individuals, all they need to do is bring some non parishable food with them and they get in for free. This would help families exercise together as well as providing food to local food pantries.

Mayor Dave has a Fit City initiative. Part of his mission statement says, "Through the Mayor's leadership and the guidance of talented and committed groups and individuals, Fit City Madison aims to turn the tide of a public health epidemic and prevent it from taking a dramatic health and economic toll on Madison. Instead we will strive to make Madison the healthiest city in the nation."

I believe that these bootcamps exemplify what Mayor Dave is wanting for the citizens of Madison.

Bootcamps would be eco and park friendly because there isn't need for much equipment and little set up time. The bootcamps are flexible enough and small enough that it wouldn't interfere with other park users. (there wouldn't be many there at 6 AM anyways) This isn't a military style camp, so there wouldn't be loud yelling or screaming.

Parks Proposal:

Bootcamp classes: Starting May 1st and going through Halloween. Sessions would run 6 weeks on with 1 week off. I am planning on two different locations.

Elver Park: Classes would be held MWF at 6 AM for 45 minutes and Mon/Wed/Thurs at 6 pm again for 45 min. There would also be a Saturday morning class at 9 AM that would be free for the public assuming they bring two non perishable goods for a local food shelf. They also have the option to pay \$2 which would be used to buy food for a local food shelf. The hill, the grassy field at the bottom of the hill, and the playground would be used at various times depending on the workout for that day. Minimal amount of equipment such as exercise bands may be brought to increase the variety of the workout. This isn't a military type style bootcamp, so loud chanting and yelling will not take place.

James Madison Park: Classes would be at the same time as the Elver Park. We would use the field and possibly the playground area.

I have been in contact with Mayor Dave and his Fit City initiative to see if he wants to help promote it and possibly waive or subsidize the vendors permit.

Here is some additional info:

1) Expected attendance?

My goal is to have around 12 participants per class, but could be fewer since this is a new program.

2) Any plans for charging participants for your services? If yes, how much?

On the weekdays class fees will be somewhere between \$10-\$12 per class. On Saturday, cans of food will be collected for a food shelf or \$2 a person which would be used to purchase food for a local food shelf.

3) Any other park facilities that you may need to utilize? (i.e. parking stalls, picnic tables, trash cans, restrooms, park shelter for bad weather, water, electricity, etc)

I doubt that we would need other places. Possibly a park shelter for rain, but that isn't necessary.

4) How do you intend to advertise or market this event?

I have a great reputation in Madison as a trainer so I would network through my connections I have made. News stations would cover the classes most likely and I would promote through local businesses.

5) What is the target age group you will be dealing with?

I will be targeting 18-50 year olds both male and female.

6) Will any food or beverages be sold or served?

Nope

7) Will there be any kind of selling going on? (merchandise, food, beverages, other)

No selling going on, the only selling is to people to live a happy healthy lifestyle!

8) Will any temporary structures be put up? (i.e. tents, banners, inflatable, etc)

Nope nothing!

9) What is your medical and first aid plan, in the event someone gets hurt or needs assistance?

The instructors would all be CPR certified and carry a first aid kit that would include at the minimum: band aides, wraps, instant ice packs, latex gloves, bug spray, and tweezers.

10) Will you be able to produce a Certificate of Insurance that names the City of Madison as an additional insured?

Yes, I have called my insurance company and they are mailing it out to you guys immediately.

11) Will any type of amplification be used?

No amplification will be used