

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Fun Back to the '80s

Event Organizer/Sponsor NEXT LEVEL EVENT PRODUCTIONS

Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 565 ABN ST

City/State/Zip OREGON, WI 53575

Primary Contact KRISTA FLANAGAN FAX _____

Work Phone 608-712-2769 Phone During Event 608-712-2769

E-mail KRISTA@targetdestination.com

Website www.funbacktothe80s.com

Secondary Contact TIM HILLAND

Work Phone 608-220-7715 Phone During Event 608-220-7715

E-mail tim@targetdestination.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: HENRY ULLAS ZOO

Estimated Attendance 500 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 4:00pm to 8:00pm Yes No

EVENT CATEGORY

Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)
 Other _____

LOCATION REQUESTED

Capitol Square (note specific blocks below) Podium/700-800 State Street
 30 on the Square (a.k.a. top of 100 block of State Street) Other (specific blocks/streets requested below)
Street Names and Block Numbers: VILLAS PARK DRIVE, EDGEWOOD DRIVE, EDGEWOOD AVE

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) SAT. SEPT. 14 Rain Date(s) _____

Event Start Date(s)/Time(s) SEPT. 14 5:30pm Set-Up Date(s)/Time for Event SEPT. 14 10am-1pm

Event End Date(s)/Time(s) SEPT. 14 8:00pm Take-Down Time 8:00-9:00pm
Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____/We waive the 21-day decision requirement. _____ (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature [Signature] Date 2/21/13



Event Description

Choose your '80s start wave then run, walk or flashdance your most excellent self through the 5K course collecting totally awesome goodies as you go. Get amped about all things '80s because we're the one and only Run Back To The '80s. It's more fun, than run...like, totally!

A. Schedule of Events

Event Date: Saturday, September 14, 2013

10:00 a.m. - 1:00 p.m.	Set up venue in Vilas Park
3:30 p.m.	Onsite registration/Package pick-up opens
4:00 p.m.	Venue music begins
4:45 p.m.	Announcements begin; Start line staging begins
5:30 p.m.	Run Back To The '80s begins on Vilas Park Drive
5:30 - 7:00 p.m.	Run Back To The '80s 5K
6:00 - 8:00 p.m.	'80s Finish Party in Vilas Park
8:00 - 9:00 p.m.	Take down venue, clean-up Vilas Park

B. Site Map/Route (Please see attached map)

The start line is on Vilas Park Drive even with the Vilas Park Shelter. Participants will be marshaled on Vilas Park Drive according to themed start waves. Participants will head northwest on Vilas Park Drive and then take a left onto Edgewood Drive. Next, they will take a right onto Woodrow Street and then turn right into the Edgewood College parking lot at the Woodrow Street gate. Participants will head east through the parking lot all the way to Edgewood Avenue. At Edgewood Avenue, participants will turn right heading down the hill and then turn left (heading east) on the Vilas Park path. Participants will continue on the path to the main entrance of Henry Vilas Zoo. Participants will then head through the Zoo, coming out onto Vilas Park Drive. Participants will then head east on Vilas Park Drive and make a turn around just before

South Mills Street. To finish up, participants will head over the two bridges in Vilas Park into the finish line that is in the middle of the park.

'80s Finish Party

The finish party will be a celebration of '80s music, fashion and pop culture. The party will include a costume contest, trivia contest, and lots of '80s music (via a sound system). We also plan to serve soda and beer/wine coolers via a licensed bartender. Venue will be contained with crowd control barricades and licensed alcohol area will be separate and distinct from non-licensed (under-aged) area. See included diagram.

C. Safety and Security Plan:

- Participants will line up in the designated staging area (Vilas Park Drive).
- Announcements will be ongoing instructing participants of procedures.
- Volunteers will be stationed at key intersections/turns directing runners/walkers.
- Police will be utilized at key intersections, based on Madison Police input.
- Fixed course marshals will be stationed at intersections and key spots on the course to control pedestrian/bicycle traffic while event participants pass
- Bicycle course marshals will lead and shelter the runners in advance and to the side of the route, traveling with the participants to create a safe envelope for the lead, middle and the last of the participants.
- "Chill Stations" will be located at the 1K, 2K, 3K and 4K markers. The 1K, 2K and 4K stations will be staffed by volunteers handing out '80s-themed souvenirs. The 3K Aid Station will be located in the Zoo and will have water, Kool Aid, bathrooms (Zoo restrooms), and medical personnel stationed there.
- Additional medical personnel will be available and visible with the finish venue for any minor injuries and triage. If emergency transport is necessary along the route, at the venue or at the Chill Stations, Run Back To The '80s personnel will initiate 911.
- The finish party will occur in Vilas Park adjacent the finish line. A separate and distinct licensed alcohol area will be fenced per permitting guidelines and include the double layer of perimeter fence with adequate ingress/egress locations managed by qualified security personnel inspecting ID's for entry and preventing patrons leaving with alcohol. Dispensing of alcohol will end at 8:00 p.m. if not prior.
- In the case of inclement weather, participants will take cover in the Vilas Park Shelter. Event staff will be monitoring the threat of impending weather throughout the day and have plans in place for the potential of canceling or postponing the event based on weather. Event staff also has access to participant contact information as well as emergency contact information.

D. Clean Up and Recycling Plan

- The majority of consumables will be disposed/recycled at Vilas Park (start and finish line)

- The Aid Stations crew will be responsible for cleaning up trash, etc. around their stations (Edgewood College and Henry Vilas Zoo).
- A paid environmental crew will be responsible for checking the route for trash as the event concludes, and ensuring that the venue is free of any trash at the end of the event.

E. Notification Requirements

We will contact Alderperson Sue Ellingson to share information about the event as well as post event notices in the park, and work with the Zoo and Edgewood College/Edgewood High School to promote and post notices about the event.

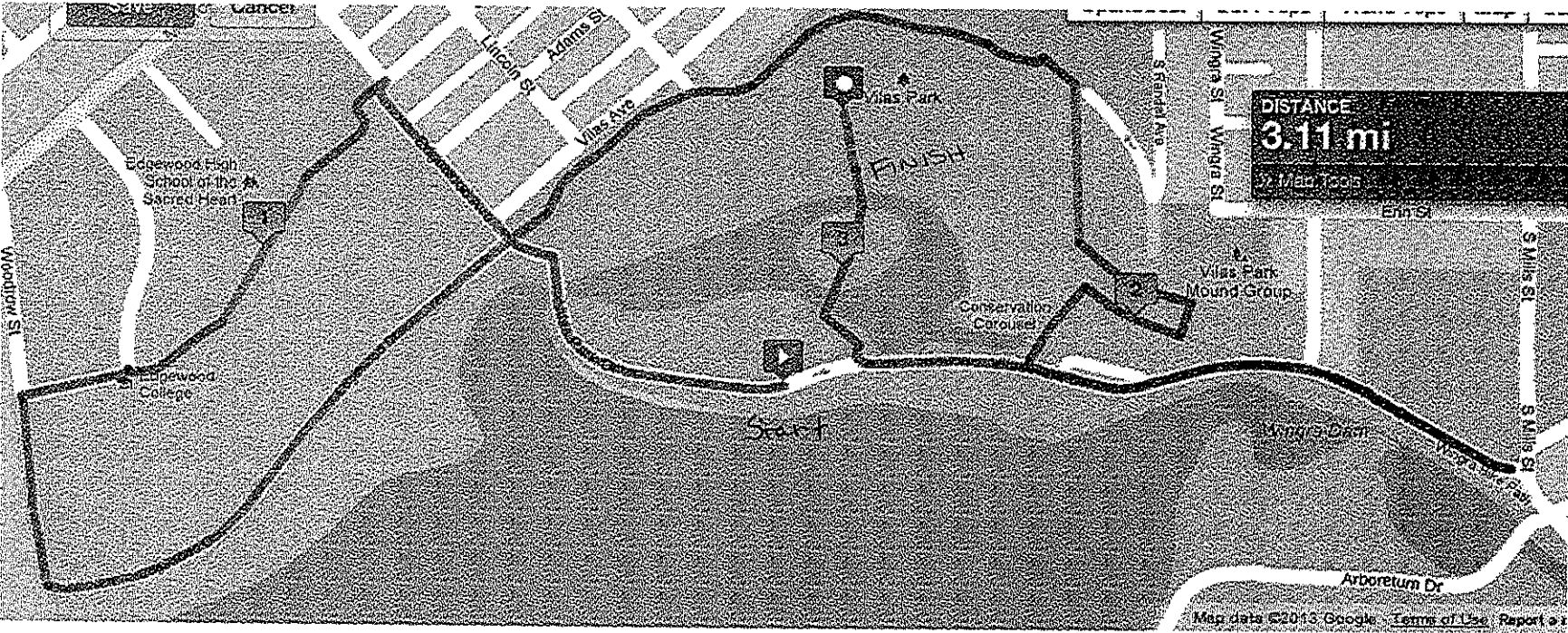
F. Certificate of Insurance

A certificate of insurance naming the City of Madison and its Park Division as an additional insured will be submitted a minimum of 45 days prior to the event.

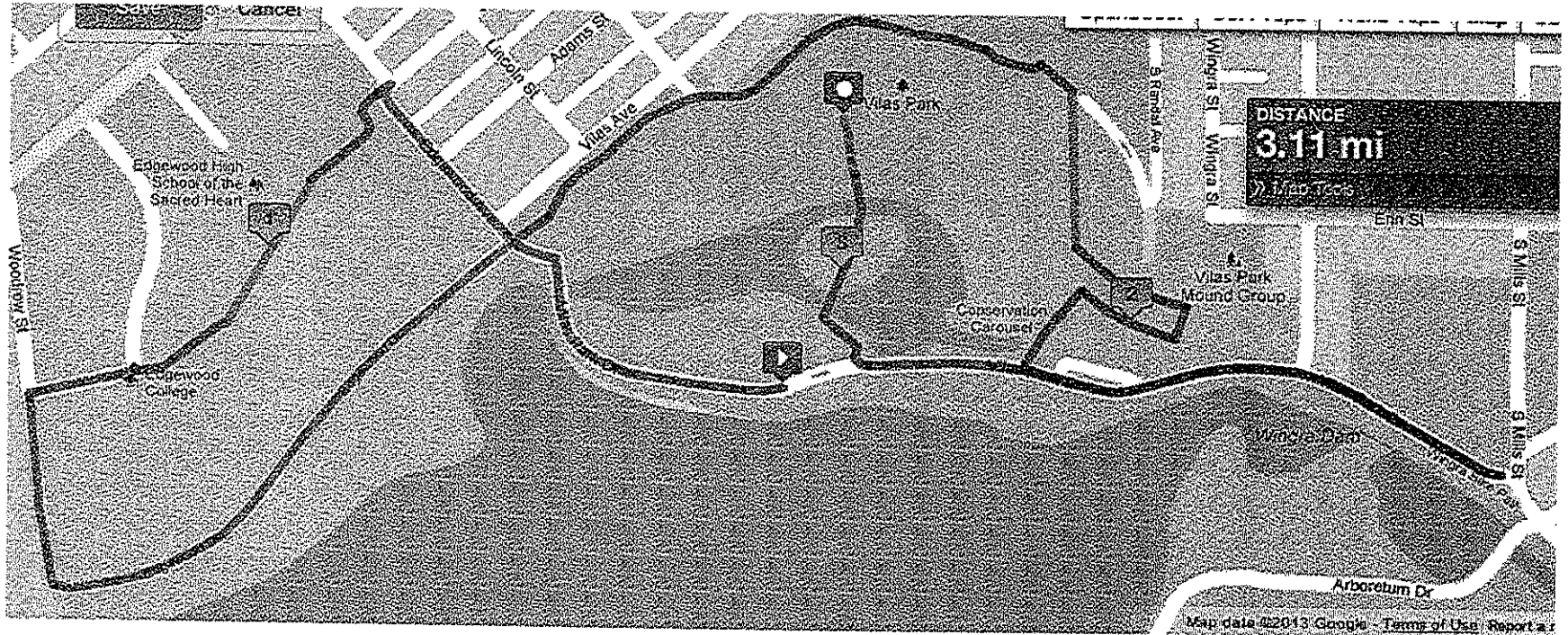
G. Accessibility

Run Back To The '80s is open to all ages, ability levels and accessible to persons who are disabled.

Run Back To The 80s Madison
Saturday, September 14



Run Back To The '80s Madison
Saturday, September 14
5K Route



Run Back to the '80s 5K Run/Walk - Sept 14th, 2013 - Produced by Next Level Event Productions (Krista Flanagan and Tim Hyland)

