

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Festival Foods Turkey Trot Madison

Event Organizer/Sponsor: Greater Green Bay Community Foundation

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☒ Yes ☐ No

MANDATORY: State Sales Tax Exemption Number:

ES#: 035863

OPTIONAL: Federal Tax Exempt Number:

39-1699966

Address: 1724 Lawrence Drive

City/State/Zip: De Pere, WI 54115

Primary Contact: Sean Ryan

Work Phone: (920) 606-2458

Email: director@fall50.com

Phone During Event: (920) 606-2458

Website: www.festivalfoodsturkeytrot.com

FAX: _____

Secondary Contact: Brian Stenzel

Work Phone: (920) 621-2408

Email: BStenzel@festfoods.com

Phone During Event: (920) 621-2408

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: Boys & Girls Club of Dane County, YMCA's of Dane County

Estimated Attendance: 2,000 total (walkers and runners) (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☒ Yes ☐ No

Hours: 7:00 AM to 10:00 AM

EVENT CATEGORY

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

☐ Other: _____

LOCATION REQUESTED

☒ Capitol Square (note specific blocks below)

☒ State St. Mall/800 State Street

☐ 30 on the Square (aka top of 100 block of State Street) ☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: Course maps and timeline are included in attached application.

EVENT DATE(S)/SCHEDULE

Date(s) of Event: Nov. 24, 2016 (Thanksgiving Day)

Event Start and End Times: 8:00 AM - 9:30 AM

Rain Date (if any): NONE

Set-Up Start Time: 6:00 AM - 8:00 AM

Take-Down Start Time and End Times: 9:30 - 10:00 AM

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?

☐ Yes ☒ No

If class B license is denied, will the event(s) occur?

☐ Yes ☒ No

____ By initialing, I/we waive the 21-day decision requirement.

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

Applicant Signature



Date

October 5, 2016



2016
STREET EVENT
APPLICATION
FOR CITY OF MADISON

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION

OVERVIEW

Since 2008, Festival Foods has conducted Turkey Trots in eight communities throughout Wisconsin. The events benefit the Boys & Girls Clubs and YMCA's in the communities where they take place. Both of those organizations provide volunteers in return for monetary proceeds.

In every community where it takes place, the Festival Foods Turkey Trot offers two events – a five-mile timed run and a two-mile untimed walk. Participants who bring pets are allowed to participate in the “Dog Jog” which is a final wave in the two-mile walk only. “Trotters” enjoy the upbeat music, high quality long-sleeved t-shirts and free Festival Foods pumpkin pies at the finish line. The fun atmosphere and the ability to satisfy different ability levels has enabled the Turkey Trots to quickly become a family tradition in the communities where they take place. The event routinely garners a “will recommend” rating of more than 95% from participants each year.

Legally, the Festival Foods Turkey Trot is owned by the Greater Green Bay Community Foundation which distributes the proceeds from the events evenly across all of the Boys & Girls Clubs and YMCA's that assist with the event. In its first eight years, the event has donated approximately \$1.3 million to its charity partners throughout Wisconsin.

With the recent opening of Festival Foods stores in Madison and Janesville, Wisconsin, organizers are hoping to add editions of the Turkey Trot in those two communities beginning in 2016.

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION EVENT / STREET SCHEDULE

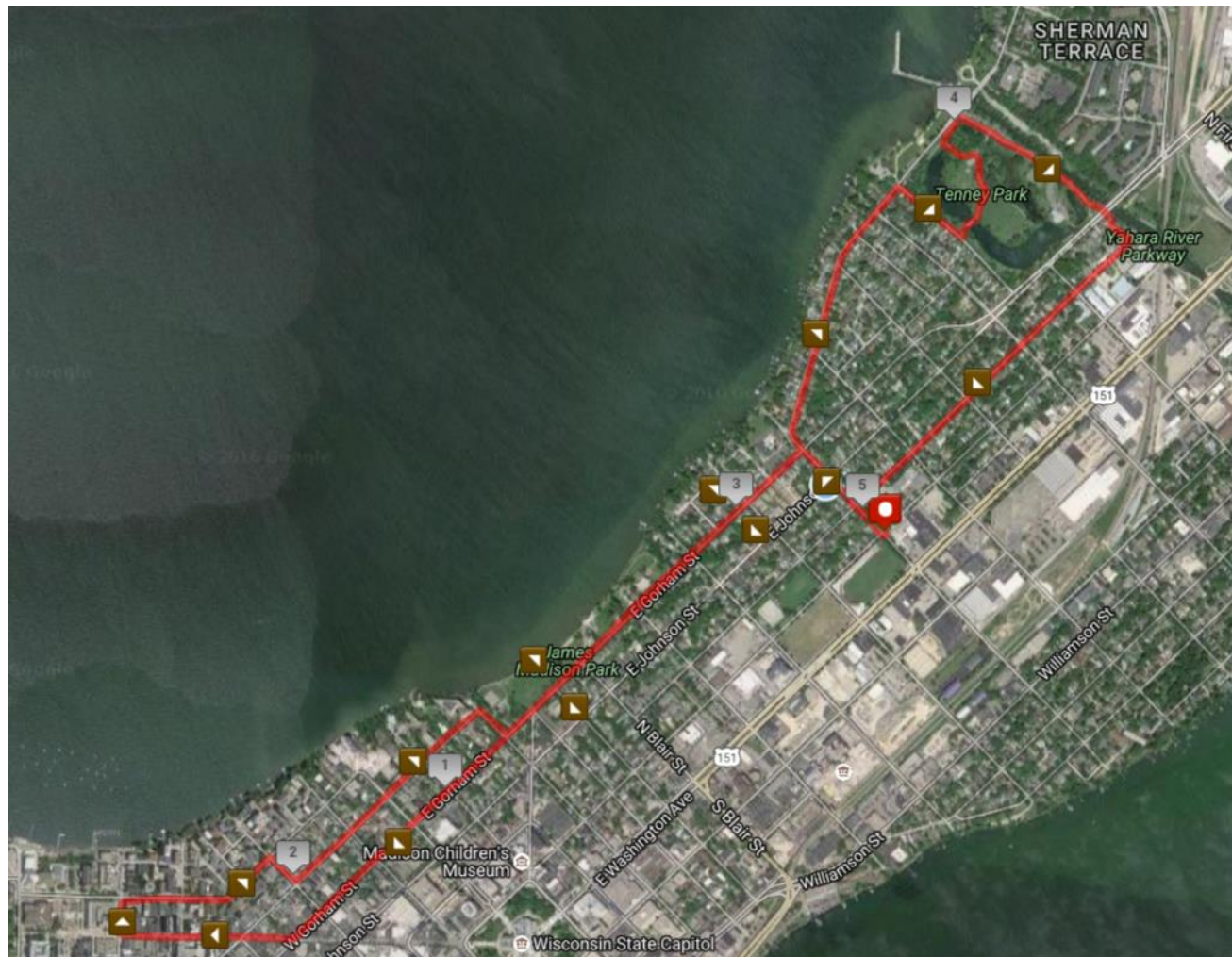
WEDNESDAY, NOVEMBER 23RD

9:00 AM – NOON	Staff and volunteers set up registration, packet pick up and t-shirt pick up under a large tent at Breese Stevens Field.
NOON – 6:00 PM	Public is able to enter Breese Stevens Field to register, pick up packets and pick up t-shirts.

THURSDAY, NOVEMBER 24TH

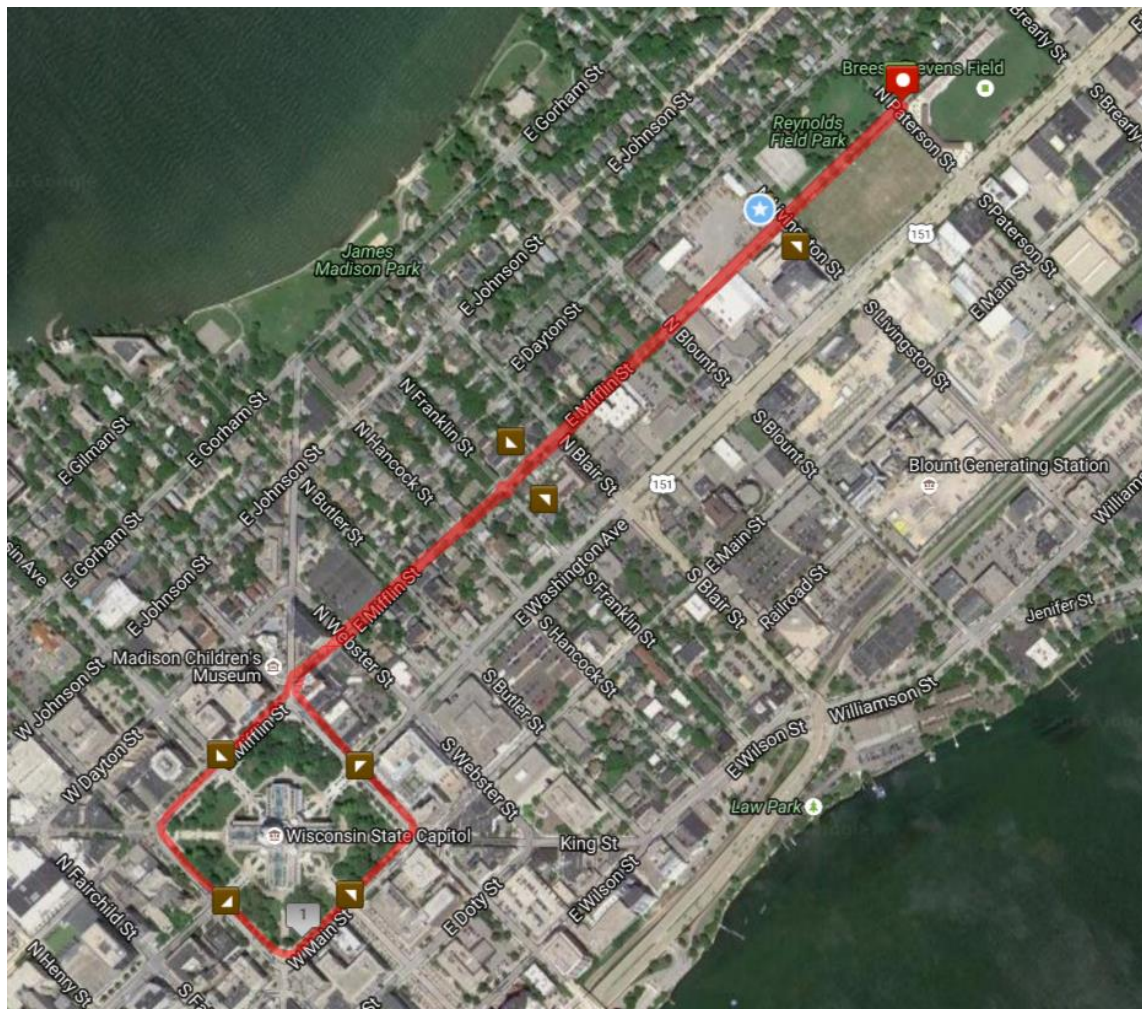
6:00 AM	Staff and volunteers arrive
6:30 AM – 8:00 AM	Public is able to enter Breese Stevens Field to register, pick up packets, pick up t-shirts, seek warm weather shelter under the tent or stadium overhang, and use the porta-potties outside the stadium along Paterson Street.
8:00 AM	Start horn fires for both events. 5 mile runners start northbound on North Brearly Street. 2 mile walkers start westbound on North Paterson Street.
9:00 AM	All 2 mile participants are expected to be finished by this time.
10:00 AM	All 5 mile participants are expected to be finished by this time. Police and volunteers are released by this time.

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION STREET MAP — 5 MILE ROUTE



START TIME: 8:00 AM
FINISH TIME: 10:00 AM

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION **STREET MAP — 2 MILE ROUTE**



START TIME: 8:00 AM
FINISH TIME: 9:00 AM

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION

COURSE/INTERSECTION TIMELINE — 5 MILE ROUTE

ROUTE	CROSS ROAD	DIRECTION OF RUNNERS	CUMULATIVE MILEAGE	PROJECTED PACE (MIN/MILE)			SHIFT DURATION (HRS:MIN)	STAFFING OFFICERS AND VOLUNTEERS
				FASTEST	AVERAGE	SLOWEST		
				05:30 EARLIEST ARRIVAL	10:00 MIDDLE OF PACK	16:00 LATEST DEPARTURE		
START: N. Brearly Street	@ Breese Stevens Field		0.00	8:00 AM	8:05 AM	8:10 AM	0:10	
N. Brearly Street	E. Mifflin Street		0.01	8:00 AM	8:05 AM	8:10 AM	0:10	
	E. Dayton Street		0.07	8:00 AM	8:05 AM	8:11 AM	0:10	
	E. Johnson Street		0.13	8:00 AM	8:06 AM	8:12 AM	0:11	
	E. Gorham Street	LEFT	0.20	8:01 AM	8:07 AM	8:13 AM	0:12	
E. Gorham Street	N. Paterson Stret		0.32	8:01 AM	8:08 AM	8:15 AM	0:13	
	N. Livingston Street		0.45	8:02 AM	8:09 AM	8:17 AM	0:14	
	N. Blount Street		0.57	8:03 AM	8:10 AM	8:19 AM	0:15	
	N. Blair Street		0.69	8:03 AM	8:11 AM	8:21 AM	0:17	
	N. Franklin Street		0.76	8:04 AM	8:12 AM	8:22 AM	0:17	
	N. Hancock/Hamilton Street		0.81	8:04 AM	8:13 AM	8:22 AM	0:18	
	N. Butler Street		0.87	8:04 AM	8:13 AM	8:23 AM	0:19	
	N. Pinckney Street		0.99	8:05 AM	8:14 AM	8:25 AM	0:20	
	Wisconsin Avenue		1.07	8:05 AM	8:15 AM	8:27 AM	0:21	
	N. Carroll Street		1.16	8:06 AM	8:16 AM	8:28 AM	0:22	
	N. Henry Street		1.28	8:07 AM	8:17 AM	8:30 AM	0:23	
	State Street	RIGHT	1.35	8:07 AM	8:18 AM	8:31 AM	0:24	
State Street	W. Gilman Street		1.43	8:07 AM	8:19 AM	8:32 AM	0:25	
	N. Frances Street		1.53	8:08 AM	8:20 AM	8:34 AM	0:26	
	N. Lake Street		1.63	8:08 AM	8:21 AM	8:36 AM	0:27	
N. Lake Street	N. Langdon Street	RIGHT	1.68	8:09 AM	8:21 AM	8:36 AM	0:27	
N. Langdon Street	N. Frances Street	RIGHT	1.78	8:09 AM	8:22 AM	8:38 AM	0:28	
	Howard Street		1.87	8:10 AM	8:23 AM	8:39 AM	0:29	
	W. Lakelawn Place		1.89	8:10 AM	8:23 AM	8:40 AM	0:29	
	N. Henry Street		1.95	8:10 AM	8:24 AM	8:41 AM	0:30	
N. Henry Street	W. Gilman Street	RIGHT	2.01	8:11 AM	8:25 AM	8:42 AM	0:31	
W. Gilman Street	N. Carroll Street	LEFT	2.13	8:11 AM	8:26 AM	8:44 AM	0:32	
	Wisconsin Avenue		2.21	8:12 AM	8:27 AM	8:45 AM	0:33	
	N. Pinckney Street		2.30	8:12 AM	8:28 AM	8:46 AM	0:34	
	N. Butler Street		2.42	8:13 AM	8:29 AM	8:48 AM	0:35	
N. Butler Street	E. Gorham Street	RIGHT	2.48	8:13 AM	8:29 AM	8:49 AM	0:36	
E. Gorham Street	N. Hancock Street	LEFT	2.53	8:13 AM	8:30 AM	8:50 AM	0:36	
	N. Franklin Street		2.59	8:14 AM	8:30 AM	8:51 AM	0:37	
	N. Blair Street		2.65	8:14 AM	8:31 AM	8:52 AM	0:37	
	N. Blount Street		2.78	8:15 AM	8:32 AM	8:54 AM	0:39	
	N. Livingston Street		2.90	8:15 AM	8:34 AM	8:56 AM	0:40	
	N. Paterson Stret		3.02	8:16 AM	8:35 AM	8:58 AM	0:41	

2016 FESTIVAL FOODS TURKEY TROT MADISON
STREET EVENT APPLICATION
COURSE/INTERSECTION TIMELINE — 5 MILE ROUTE,
CONTINUED

ROUTE	CROSS ROAD	DIRECTION OF RUNNERS	CUMULATIVE MILEAGE	PROJECTED PACE (MIN/MILE)			SHIFT DURATION (HRS:MIN)	STAFFING OFFICERS AND VOLUNTEERS
				FASTEST	AVERAGE	SLOWEST		
				05:30	10:00	16:00		
				EARLIEST ARRIVAL	MIDDLE OF PACK	LATEST DEPARTURE		
	N. Brearly Street	LEFT	3.15	8:17 AM	8:36 AM	9:00 AM	0:43	
N. Brearly Street	Sherman Avenue	RIGHT	3.18	8:17 AM	8:36 AM	9:00 AM	0:43	
Sherman Avenue	N. Ingersoll Street		3.31	8:18 AM	8:38 AM	9:02 AM	0:44	
	N. Few Street		3.46	8:19 AM	8:39 AM	9:05 AM	0:46	
	Sidney Street		3.52	8:19 AM	8:40 AM	9:06 AM	0:46	
	N. Baldwin Street		3.57	8:19 AM	8:40 AM	9:07 AM	0:47	
	Marston Avenue	RIGHT	3.62	8:19 AM	8:41 AM	9:07 AM	0:48	
Marston Avenue	Tenney Park Trail	LEFT	3.75	8:20 AM	8:42 AM	9:10 AM	0:49	
Tenney Park Trail	Bridge 1		3.80	8:20 AM	8:43 AM	9:10 AM	0:49	
	Bridge 2		3.96	8:21 AM	8:44 AM	9:13 AM	0:51	
	N. Thornton Avenue	RIGHT	4.02	8:22 AM	8:45 AM	9:14 AM	0:52	
N. Thornton Avenue	Beneath E. Johnson Street		4.30	8:23 AM	8:48 AM	9:18 AM	0:55	
	E. Dayton Street	RIGHT	4.37	8:24 AM	8:48 AM	9:19 AM	0:55	
E. Dayton Street	N. Dickinson Street		4.50	8:24 AM	8:50 AM	9:22 AM	0:57	
	N. Baldwin Street		4.60	8:25 AM	8:51 AM	9:23 AM	0:58	
	N. Few Street		4.70	8:25 AM	8:52 AM	9:25 AM	0:59	
	N. Ingersoll Street		4.80	8:26 AM	8:53 AM	9:26 AM	1:00	
	N. Brearly Street	LEFT	4.90	8:26 AM	8:54 AM	9:28 AM	1:01	
N. Brearly Street	FINISH		5.00	8:27 AM	8:55 AM	9:30 AM	1:02	

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION

COURSE/INTERSECTION TIMELINE — 2 MILE ROUTE

ROUTE	CROSS ROAD	DIRECTION OF RUNNERS	CUMULATIVE MILEAGE	PROJECTED PACE (MIN/MILE)			SHIFT DURATION (HRS:MIN)	STAFFING OFFICERS OR VOLUNTEERS
				FASTEST	AVERAGE	SLOWEST		
				05:00	10:00	18:00		
				EARLIEST ARRIVAL	MIDDLE OF PACK	LATEST DEPARTURE		
START: N. Paterson Street	@ Breese Stevens Field		0.00	8:00 AM	8:05 AM	8:10 AM	0:10	
N. Paterson Street	E. Mifflin Street	LEFT	0.01	8:00 AM	8:05 AM	8:10 AM	0:10	
E. Mifflin Street	N. Livingston Street		0.13	8:00 AM	8:06 AM	8:12 AM	0:11	
	N. Blount Street		0.26	8:01 AM	8:07 AM	8:14 AM	0:13	
	N. Blair Street		0.39	8:01 AM	8:08 AM	8:17 AM	0:15	
	N. Franklin Street		0.45	8:02 AM	8:09 AM	8:18 AM	0:15	
	N. Hancock Street		0.50	8:02 AM	8:10 AM	8:19 AM	0:16	
	N. Butler Street		0.57	8:02 AM	8:10 AM	8:20 AM	0:17	
	N. Webster Street		0.62	8:03 AM	8:11 AM	8:21 AM	0:18	
	Capitol Square		0.68	8:03 AM	8:11 AM	8:22 AM	0:18	
	Wisconsin Avenue	RIGHT	0.85	8:04 AM	8:13 AM	8:25 AM	0:21	
	N. Carroll Street	LEFT	0.93	8:04 AM	8:14 AM	8:26 AM	0:22	
N. Carroll Street	W. Washington Avenue		1.00	8:05 AM	8:15 AM	8:28 AM	0:23	
	S. Hamilton Street	LEFT	1.08	8:05 AM	8:15 AM	8:29 AM	0:24	
W. Main Street	MLK Jr. Boulevard		1.15	8:05 AM	8:16 AM	8:30 AM	0:24	
E. Main Street	King Street	LEFT	1.23	8:06 AM	8:17 AM	8:32 AM	0:25	
S. Pinckney Street	E. Washington Avenue		1.31	8:06 AM	8:18 AM	8:33 AM	0:27	
N. Pinckney Street	E. Mifflin Street	RIGHT	1.37	8:06 AM	8:18 AM	8:34 AM	0:27	
E. Mifflin Street	N. Webster Street		1.38	8:06 AM	8:18 AM	8:34 AM	0:27	
	N. Butler Street		1.43	8:07 AM	8:19 AM	8:35 AM	0:28	
	N. Hancock Street		1.50	8:07 AM	8:20 AM	8:37 AM	0:29	
	N. Franklin Street		1.55	8:07 AM	8:20 AM	8:37 AM	0:30	
	N. Blair Street		1.61	8:08 AM	8:21 AM	8:38 AM	0:30	
	N. Blount Street		1.74	8:08 AM	8:22 AM	8:41 AM	0:32	
	N. Livingston Street		1.87	8:09 AM	8:23 AM	8:43 AM	0:34	
	N. Paterson Street	RIGHT	1.99	8:09 AM	8:24 AM	8:45 AM	0:35	
FINISH: N. Paterson Street	@ Breese Stevens Field		2.00	8:10 AM	8:25 AM	8:46 AM	0:36	

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION

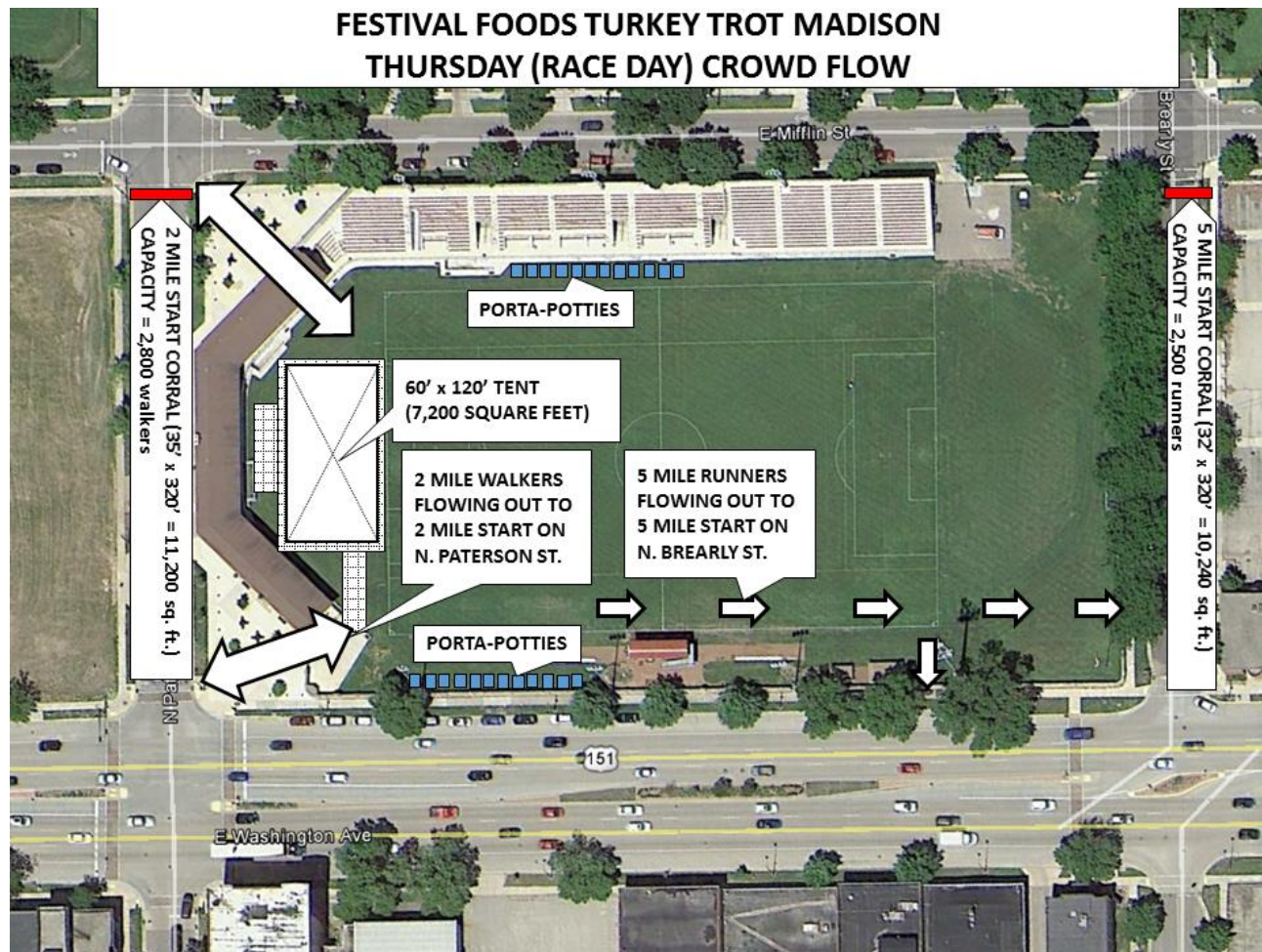
TURN-BY-TURN DIRECTIONS 2 MILE WALK

1. Start on E. Mifflin Street at N. Paterson Street facing west
2. Straight on E. Mifflin Street to Capitol Square
3. Left on Carroll Street
4. Left on Main Street
5. Left on Pinckney Street
6. Right on E. Mifflin Street to Finish Line (same as start line)

TURN-BY-TURN DIRECTIONS 5 MILE RUN

1. Start on N. Brearly Street at E. Mifflin Street facing north
2. Straight on N. Brearly Street
3. Left on E. Gorham Street
4. Right on State Street
5. Right on N. Lake Street
6. Right on Langdon Street
7. Right on N. Henry Street
8. Left on W. Gilman Street
9. Right on N. Butler Street
10. Left on E. Gorham Street
11. Left on N. Brearly Street
12. Right on Sherman Avenue
13. Right on Marston Avenue
14. Left on path into Tenney Park
15. Over both bridges
16. Right on N. Thornton Avenue
17. Follow Yahara River Parkway beneath E. Johnson Street
18. Right onto N. Thornton Avenue
19. Right onto E. Dayton Street
20. Left onto N. Brearly Street to Finish Line (same as start line)

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION SITE MAP — BREESE STEVENS FIELD



2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The Festival Foods Turkey Trot Madison will be held on November 24, 2016 at Breese Stevens Field.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the Festival Foods Turkey Trot Madison (hereinafter referred to as the “event”) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

IV. BASIC PLAN

A. Emergency Action Plan (EAP) Event Representative

The EAP event representative will be the primary point of contact for all communications regarding the event. This person is identified as

KATELYN PRESTI
kpresti@kent.edu
(608) 728-0546

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION EMERGENCY ACTION PLAN (EAP), CONTINUED

B. Emergency Notification

1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller will have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
2. We will have on-site EMS, contracted through **Madison Fire Department**.
3. We will have on-site Police. Contact is

Lt. Jennifer L. Krueger Favour
City of Madison Police Department
Central District Field Lieutenant
211 S. Carroll St
Madison, WI 53073
608-209-2217 - Cell
608-266-4482 - Office
jkruegerfavour@cityofmadison.com

C. Severe Weather

1. ADVANCE NOTIFICATION OF INCLEMENT WEATHER PLANS

All volunteers, staff members, participants and public safety personnel should be aware that **rain, snow, extreme cold or other non-life threatening weather situations WILL NOT result in the cancellation or even the delay of the race.** Only lightning, tornadoes or freezing rain could result in a DELAY of the race. If threatening weather conditions exist on race morning, volunteers, participants, staff, and public safety personnel will be directed to tune in to the local FM radio station partner.

2. IN THE EVENT OF INCLEMENT WEATHER

- a) Volunteers, staff and public safety personnel must report inclement weather conditions to the race director before reacting to the situation.
- b) The local race director should contact the local office of the National Weather Service (NWS) for advice on current conditions in their area.
- c) After receiving a reliable report on current conditions, the race director should contact Executive Director Sean Ryan to decide on the immediate response.
- d) The race director will provide the announcement of a delay or cancellation to the person making the announcements over the host venue's public address system. Participants and volunteers should be instructed over the PA system and local radio to "Please remain in or return to your vehicle. If you do not have a vehicle close by, you may seek shelter inside the Festival Foods grocery store across the street."
- e) Executive Director Ryan will notify Public Relations Director Brian Stenzel of the delay or cancellation. Stenzel will then contact the appropriate personnel for communication through the radio stations.

2016 FESTIVAL FOODS TURKEY TROT MADISON

STREET EVENT APPLICATION

EMERGENCY ACTION PLAN (EAP), CONTINUED

3. MAXIMUM DELAYS AND CANCELLATIONS

For public safety and road closure reasons, the maximum delay time shall be 30 minutes. If, after 30 minutes, the delay-causing weather system does not subside, it shall be announced that the race is cancelled. In the event of the race being cancelled, the following announcement should go out over the public address system: **"The race is cancelled. Participants may pick up their t-shirts and pies. More information will be emailed out after Thanksgiving Day."** In the event of a cancellation, only Festival Foods Public Relations Director Brian Stenzel should respond to questions from the media.

D. Fire

1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
2. All vent staff will be instructed on the safe use of Portable Fire Extinguishers.
3. There will be no cooking at this event.
4. Fire Inspectors will be scheduled to perform an inspection of the tent used for this event.
5. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller will have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

E. Medical Emergencies

1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
2. Event manager shall contact the Fire Department to schedule on-site Emergency Medical Services at this event. This shall consist of one ambulance and two paramedics positioned at approximately the halfway (2.5 mile) point of the 5 mile run and a second ambulance and two paramedics at the finish area.
3. Should an incident occur that requires Emergency Medical Services to be called to the event, 911 will be utilized to request this resource. The caller will have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

F. Law Enforcement

1. The need for constant Law Enforcement presence at this event HAS been identified.
2. Should an incident occur that requires police to be called to the event, 911 will be utilized to request this resource. The caller will have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION EMERGENCY ACTION PLAN (EAP), CONTINUED

G. Emergency Vehicle Access

1. Access for Emergency Vehicles will be maintained at all times.
2. 20' Fire Lanes will be kept open.
3. A 14' minimum height clearance for anything that goes over the street will be met.
4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
5. Crowd control will be managed by: Big Top Events
6. Parking for vendor and staff vehicles will be in the parking ramp across the street.
7. Parking for attendee vehicles will include permitted street parking and ramp parking designated for events held at Breese Stevens Field. Clear communication of the parking options will be email to all participants prior to event day.

V. CONTACT INFORMATION

Primary Contact	Sean Ryan	(920) 606-2458
Secondary Contact	Brian Stenzel	(920) 621-2408
Local Event Manager	Katelyn Presti	(608) 728-0546
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION CLEANUP AND RECYCLING PLAN

Big Top Events, the manager of Breese Stevens Field, has been contracted to assist in the operational planning and execution of this event. To ensure that all trash and recycling is collected at the event site and along the course route, organizers will take the following steps:

START / FINISH VENUE (BREESE STEVENS FIELD)

- Big Top Events will provide 15-20 trash receptacles in and around the registration/packet pick up tent and the two start/finish areas before the race. Approximately 3-4 staff members from Big Top Events will empty these receptacles before, during and after the race.
- A start/finish line team of 6-8 individuals will use trash bags and gloves to clean up the sidewalk and road areas in and around the 5 mile start/finish on N. Brearly Street and 2 mile start/finish on N. Paterson Street (3-4 individuals at each location).
- Cardboard boxes used to transport t-shirts, pumpkin pies, and other materials will be collected by race staff and Big Top Events employees and placed in a recycling dumpster.
- All course trash will be placed in an Advanced Disposal Services (ADS) dumpster at Breese Stevens Field following the event.

COURSE ROUTES:

- A charity team will be recruited to hand out water along State Street, the halfway point of the course. We will provide this team with rakes, shovels and cardboard trash receptacles to remove all of the cups in the vicinity of the water station after the participants pass through.
- Organizers will drive along both courses following the event and will pick up any cups or other trash left by participants or volunteers along the course route.
- All course trash will be placed in an Advanced Disposal Services (ADS) dumpster at Breese Stevens Field following the event.

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION NOTIFICATION PLAN

ALDERPERSON NOTIFICATION

Based on the proposed course routes, the following alderpersons will be notified of the event:

District 2 (Breese Stevens Field + portions of course)	Alder Ledell Zellers 510 N Carroll St Madison , WI 53703 Phone: 608-417-9521 district2@cityofmadison.com
District 4 (portions of course)	Alder Michael Verveer 614 W Doty St # 407 Madison , WI 53703 Phone: 608-255-6498 district4@cityofmadison.com
District 6 (south of Breese Stevens Field)	Alder Marsha A. Rummel 1029 Spaight St # 6C Madison , WI 53703 Phone: 608-772-4555 district6@cityofmadison.com
District 8 (portions of course)	Alder Zach Wood 661 Mendota Court #304 Madison , WI 53703 Phone: 608-469-5523 district8@cityofmadison.com

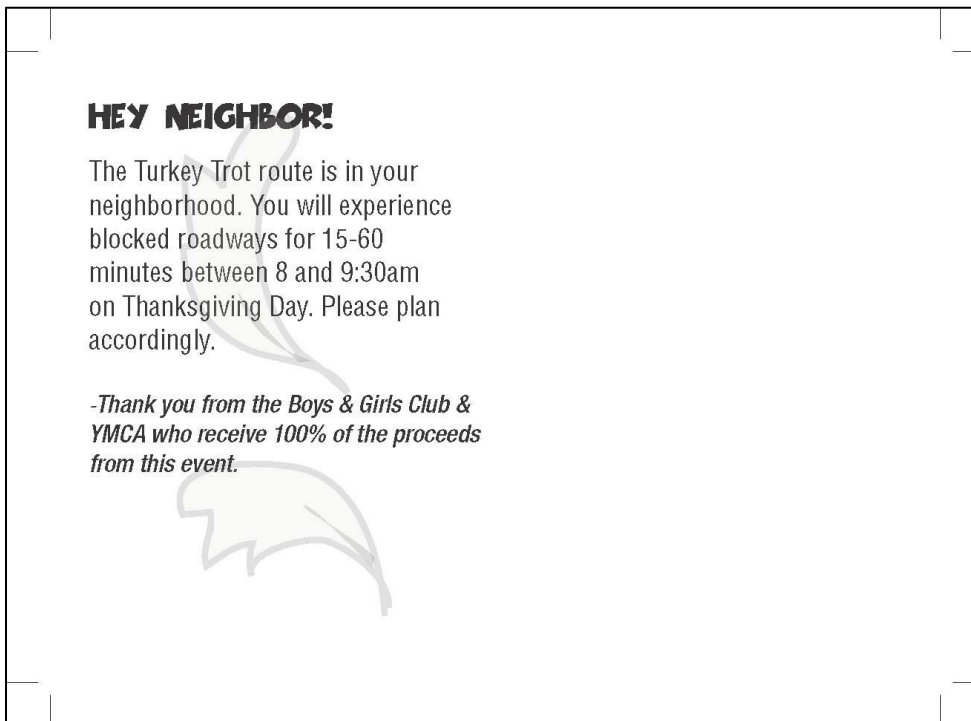
NEIGHBORHOOD ASSOCIATION NOTIFICATION

The Tenney-Lapham Neighborhood Association (TLNA) covers the start/finish location at Breese Stevens Field. A representative from the event will attend TLNA's October and/or November meeting to provide information and answer any questions they may have.

NEIGHBOR NOTIFICATION

As a professional courtesy, Festival Foods always mails postcards to every residential and commercial address in proximity the course routes one week prior to the event. A sample of last year's neighbor notification postcard appears on the next page.

**2016 FESTIVAL FOODS TURKEY TROT MADISON
STREET EVENT APPLICATION
NEIGHBOR NOTIFICATION POSTCARD (SAMPLE)**



2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION INSURANCE

The Festival Foods Turkey Trot is insured through the **Road Runners Club of America**. Certificates of Additional Insured are provided to all affected government agencies, venues and sponsors. The City of Madison will receive an insurance certificate with the following coverage limits and specifications:

ACORD®		CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 9/6/2016																									
<p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</p> <p>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</p>																													
PRODUCER STAR Insurance - Fort Wayne Office 2130 East Dupont Road Fort Wayne IN 46825			CONTACT NAME: Margaret M. Mayers PHONE (A/C, No, Ext): (260) 467-5689 FAX (A/C, No): (260) 467-5691 E-MAIL ADDRESS: margaret.mayers@starfinancial.com																										
INSURED Road Runners Club of America/2015 and Its Member Clubs 1501 Lee Highway, Suite 140 Arlington VA 22209			INSURER(S) AFFORDING COVERAGE <table border="1"> <tr> <td>INSURER A</td> <td>National Casualty Company</td> <td>NAIC #</td> <td>11991</td> </tr> <tr> <td>INSURER B</td> <td>Nationwide Life Insurance Co.</td> <td>66869</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> <td></td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> <td></td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> <td></td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> <td></td> <td></td> </tr> </table>			INSURER A	National Casualty Company	NAIC #	11991	INSURER B	Nationwide Life Insurance Co.	66869		INSURER C:				INSURER D:				INSURER E:				INSURER F:			
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INSURER C:																													
INSURER D:																													
INSURER E:																													
INSURER F:																													
COVERAGES CERTIFICATE NUMBER: 2015 \$2M A. I. REVISION NUMBER:																													
<p>THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</p>																													
INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS																							
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Legal Liability to Participant \$2,000,000 GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO <input type="checkbox"/> JECT <input type="checkbox"/> LOC OTHER:		KR000000004913300	12/31/2015 12:01 AM	12/31/2016 12:01 AM	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ Unlimited PRODUCTS - COMP/OP AGG \$ 2,000,000 Abuse and Molestation \$ 500,000 Abuse & Molestation Aggregate \$5,000,000																							
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		KR000000004913300	12/31/2015 12:01 AM	12/31/2016 12:01 AM	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$																							
	UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE				EACH OCCURRENCE \$ AGGREGATE \$ \$																							
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N/A				<input type="checkbox"/> PER <input type="checkbox"/> OTH- STATUTE ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$																							
B	Excess Medical & Accident (\$250 Deductible/Claim)		SPX0000026656100	12/31/2015 12:01 AM	12/31/2016 12:01 AM	Excess Medical \$10,000 AD & Specific Loss \$2,500																							
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required) <p>CERTIFICATE HOLDER IS NAMED AS AN ADDITIONAL INSURED AS RESPECTS THEIR INTEREST IN THE OPERATIONS OF THE NAMED INSURED. DATE OF EVENT(S): 11/24/16 2016 Festival Foods Turkey Trot at Madison INSURED RRCA CLUB/EVENT MEMBER: SRSE, LLC, Att'n: John Mory, 211 N. Broadway, Suite 104, Green Bay, WI 54303</p>																													
CERTIFICATE HOLDER				CANCELLATION																									
11/24/16 City of Madison 210 Martin Luther King Jr. Blvd Madison, WI 53703				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE John Lefever/MMA <i>John Lefever</i>																									
ACORD 25 (2014/01) INS025 (2014/01) The ACORD name and logo are registered marks of ACORD © 1988-2014 ACORD CORPORATION. All rights reserved.																													

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION BICYCLE PARKING

Breese Stevens Field and the Galaxy Parking Garage across the street both offer ample bicycle racks for people who choose to bike to the event and lock their bike there.

MARKETING PLAN

The Festival Foods Public Relations Department works hard to ensure substantial turnout at the event. Some of the methods employed include:

- The event is advertised on Festival Foods paper grocery bags from mid-October through the event date. Collectively, this amounts to over a million grocery bags throughout 26 store locations in the state of Wisconsin.
- Posters and fliers placed in local Boys & Girls Clubs, YMCA's, private health clubs, coffee shops, book stores, restaurants and sporting goods stores.
- Email newsletters are distributed via an email database of more than 50,000 past participants.
- Charity partners (Boys & Girls Clubs and YMCA's) use their email lists, facilities and local distribution channels to promote the event.
- We would like to have the event listed on the City website calendars. A completed Marketing Information form is attached as required.
- We would like to display the event's posters on the poster kiosks on the Capitol Square and State Street. Our event director will deliver 12 posters in early October to the Parks Division, 210 Martin Luther King, Jr. Blvd., Suite 104.

AMPLIFICATION / PUBLIC ADDRESS SYSTEM

The Festival Foods Turkey Trot will utilize a public address system that provides limited audio coverage in the following areas:

- In the 2 mile start/finish chute along N. Paterson Street between E. Washington Avenue and E. Mifflin Street.
- In the 5 mile start/finish chute along N. Brearly Street between E. Washington Avenue and E. Mifflin Street.
- Inside of Breese Stevens Field.

Informational announcements, sponsor acknowledgements, and family-friendly background music will be broadcast from 7:00 am until 10:00 am on race day. The completed Madison Street Event Amplification Permit Application is attached.

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION VENDORS

There will be no vendors at the event. The only sales which take place at the Festival Foods Turkey Trot include:

- Registration (adults \$30, children \$25)
- Turkey Trot hats
- Turkey Trot dog scarves

BEER & WINE SALES

There will be no beer or wine sales or giveaway's at the event.

OTHER FOOD & BEVERAGE

There is no on site prepared or heated food or beverage at the Festival Foods Turkey Trot. The food and beverage menu at the finish line of the event is very basic and includes:

- Cups of water
- Bananas
- Donut holes
- Pumpkin pies (one per finisher, controlled through redemption of a ticket on each bib)

There are no food or beverage sales at the event.

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?
If Yes, please continue. If No, skip this form.

☒ Yes ☐ No

EVENT INFORMATION

Name of Event: Festival Foods Turkey Trot Madison

Contact Person: Lucas Molloy @ (207) 647-1220

Location: Breese Stevens Field + Neighboring Streets

Date: November 24, 2016

Type of Amplified Sound:

☐ Band ☒ DJ ☒ Sound System ☒ Speeches/Announcements ☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: November 24, 2016

Time: 7:00 AM - 10:00 AM

2016 FESTIVAL FOODS TURKEY TROT MADISON STREET EVENT APPLICATION

STREET EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you have marketing information?

☒ Yes ☐ No

If Yes, please continue. If No, skip this form.

How will this event be marketed, promoted, or advertised?

- On Festival Foods grocery bags
- On posters and fliers distributed throughout the city
- Via email newsletter to a database of 50,000+ participants
- On local radio and television

Will there be live media coverage during the event and where will the media vehicles be parked?

Unknown at this point

PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: Festival Foods Turkey Trot

Location: Breese Stevens Field

Public Contact Phone: None

Website: www.festivalfoodsturkeytrot.com

Admission Cost: Adults \$20 early/\$25 late, Children: \$15 early/\$20 late

Date of Event: November 24, 2016 (Thanksgiving Day)

Beginning/End Time of Event: 8:00 - 10:00 AM

Two sentence description of event (for internet calendar):

This fun family event offers a 5-mile timed run, a 2-mile untimed walk, and even a Dog Jog. Each registrant receives a long sleeved shirt and a pumpkin pie!