

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Festival Foods Turkey Trot Madison

Event Organizer/Sponsor: Road Runners Club of America/2017 and Its Member Clubs

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

xx Yes ☐ No

MANDATORY: State Sales Tax Exemption Number:

ES#: 39-1699966

OPTIONAL: Federal Tax Exempt Number:

Address: 2920 N Sherman Avenue

City/State/Zip: Madison, WI

Primary Contact: Liz Kern

Work Phone: 715-459-2608

Email: liz@bigtopbaseball.com

Phone During Event: 715-459-2608

Website: www.festivalfoodsturkeytrot.com

FAX: _____

Secondary Contact: Conor Caloia

Work Phone: 608-509-3367

Email: conor@mallardsbaseball.com

Phone During Event: 608-509-3367

Annual Event?

x Yes ☐ No

Charitable Event?

x Yes ☐ No

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

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

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

x Yes ☐ No

Hours: 7:00AM to 10:00AM

EVENT CATEGORY

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

☐ Other: _____

LOCATION REQUESTED

x Capitol Square (note specific blocks below)

x 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: 11/23/2017 (Thanksgiving Day)

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

Rain Date (if any): NONE

Set-Up Start Time: 5:30AM – 8:00AM

Take-Down Start Time and End Times: 9:30-11:00AM

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 x No

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

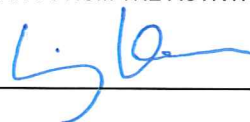
☐ Yes x No

____ 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

11/21/17

2017 FESTIVAL FOODS TURKEY TROT MADISON

ROAD CLOSURES REQUESTED

STREET	FROM	TO	DISTANCE	CLOSURE TIME
E. Mifflin Street	N. Carroll (Capitol Square)	N. Brearly Street	1.0 mile	7:50 am – 9:00 am
Capitol Square	E. Mifflin	E. Mifflin (loop)	0.6 miles	8:00 am – 8:30 am
N. Brearly Street	E. Washington Ave.	E. Mifflin Street	1 block	5:00 am – 10:00 am
N. Brearly Street	E. Mifflin Street	E. Dayton Street	1 block	7:50 am – 10:00 am
N. Brearly Street	E. Dayton Street	E. Gorham Street	2 blocks	7:50 am – 8:10 am
Sherman Ave	N. Brearly Street	Marston Ave.	5 blocks Eastbound Only	8:00 am – 10:00 am

PARKING RESTRICTIONS REQUESTED

STREET	FROM	TO	DISTANCE	SIDE OF STREET
E. Mifflin Street	N. Carroll (Capitol Square)	N. Brearly Street	1.0 mile	Both sides
E. Gorham Street	N. Brearly Street	State Street	1.15 miles	North side (bike lane)
N. Henry Street	Langdon Street	W. Gilman	1 block	West side
W. Gilman Street	N. Henry Street	N. Butler Street	0.4 miles	South side
N. Butler Street	E. Gilman Street	E. Gorham Street	1 block	West side
E. Dayton Street	N. Thornton Avenue	N. Brearly Street	0.6 miles	North side
TOTAL	Just over 3 miles			

2017 FESTIVAL FOODS TURKEY TROT MADISON
Street Use Application
EVENT / STREET SCHEDULE

WEDNESDAY, NOVEMBER 22nd

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 23RD

5:30 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 inside the stadium.
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.

Festival Foods Turkey Trot

Thanksgiving Day, Thursday, November 23rd, 2017

● Police officer to assist traffic across the race route

Runners in coned lane. Vehicular traffic remains on Gorham St

5 Mile Run Route starts at 8am and finishes by 10am

Start/Finish at Breese Stevens Field

2 Mile Walk Route starts at 8am and finishes by 9am



**FESTIVAL FOODS TURKEY TROT MADISON
TURN-BY-TURN COURSE ROUTES**

2 MILE WALK

1. Start on Paterson Street facing north.
2. Straight on Paterson until hitting E. Mifflin Street, left on E. Mifflin Street facing west
3. Straight on E. Mifflin Street to Capitol Square
4. Left on Carroll Street
5. Left on Main Street
6. Left on Pinckney Street
7. Right on E. Mifflin Street to Paterson Street, right on Paterson Street continuing to Finish Line (same as start line)

5 MILE RUN

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

2017 FESTIVAL FOODS TURKEY TROT MADISON

Street Use Application

Course/Intersection timeline – 2 MILE ROUTE

PROJECTED PACE (MIN/MILE)									
				FASTEST		AVERAGE		SLOWEST	
				05:00		10:00		18:00	
ROUTE	CROSS ROAD	DIRECTION OF RUNNERS	CUMULATIVE MILEAGE	EARLIEST ARRIVAL	MIDDLE OF PACK	LATEST DEPARTURE	SHIFT DURATION (HRS:MIN)	STAFFING OFFICERS OR VOLUNTEERS	
START: N. Paterson Street									
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		

2017 FESTIVAL FOODS TURKEY TROT MADISON

Street Use Application

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		
START: N. Breary Street	@ Breese Stevens Field		0.00	8:00 AM	8:05 AM	8:10 AM	0:10	
N. Breary 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	8:06 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	

2017 FESTIVAL FOODS TURKEY TROT MADISON

Street Use 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 EARLIEST ARRIVAL	10:00 MIDDLE OF PACK	16:00 LATEST DEPARTURE		
N. Brearly Street	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	

2017 FESTIVAL FOODS TURKEY TROT MADISON

Street Use Application Cleanup and recycling plan

Big Top Events LLC, the manager of Breese Stevens Field, will manage the 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.

2017 FESTIVAL FOODS TURKEY TROT MADISON
Street Use Application
EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The Festival Foods Turkey Trot Madison will be held on November 23, 2017 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

LIZ KERN
liz@bigtopbaseball.com
(715) 459-2608

2017 FESTIVAL FOODS TURKEY TROT MADISON
Street Use 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. Brian Chaney Austin
City of Madison Police Department
Central District Field Lieutenant
211 S. Carroll St
Madison, WI 53073
608-266-4482 - Office
bchaneyaustin@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.

2017 FESTIVAL FOODS TURKEY TROT MADISON
Street Use 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 event 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 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.

2017 FESTIVAL FOODS TURKEY TROT MADISON
Street Use 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 LLC
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	Liz Kern	(715) 459-2608
Secondary Contact	Conor Caloia	(608) 509-3367
Local Event Manager	Lucas Molloy	(207) 647-1220
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

2017 FESTIVAL FOODS TURKEY TROT MADISON
Street Use 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

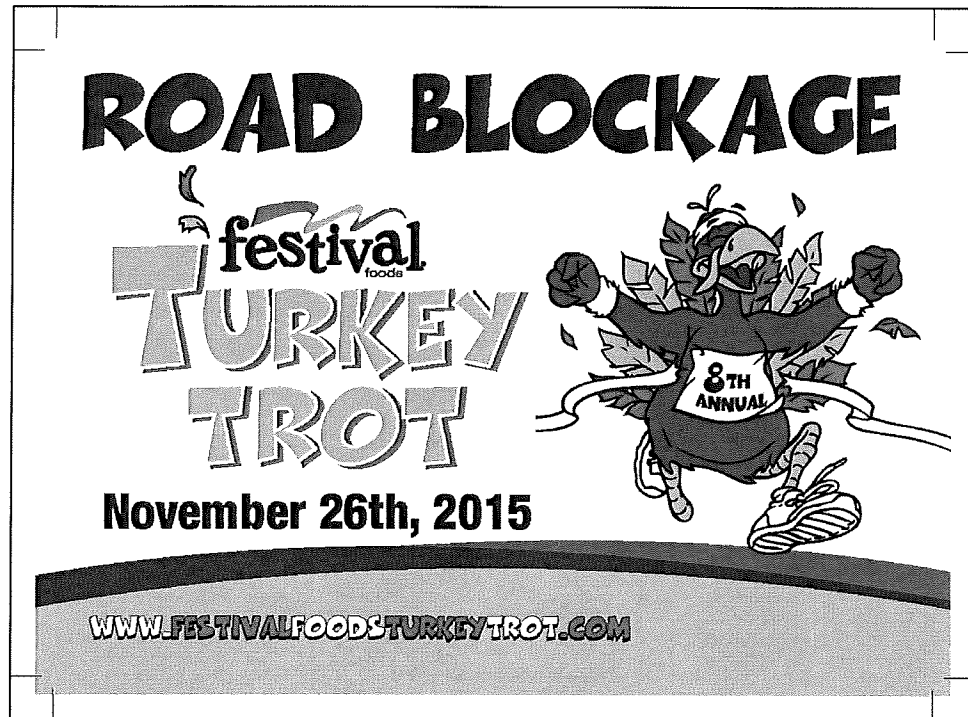
NEIGHBORHOOD ASSOCIATION NOTIFICATION

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 also mail postcards to every residential and commercial address in proximity the course routes one week prior to the event. A sample of a neighbor notification postcard appears on the next page.

2017 FESTIVAL FOODS TURKEY TROT MADISON
Street Use Application
Neighbor notification postcard (sample)



HEY NEIGHBOR!

The Turkey Trot route is in your neighborhood. You will experience blocked roadways for 15-60 minutes between 8 and 9:30am on Thanksgiving Day. Please plan accordingly.

-Thank you from the Boys & Girls Club & YMCA who receive 100% of the proceeds from this event.

insurance

2017 FESTIVAL FOODS TURKEY TROT MADISON

Street Use 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.