

## STREET USE PERMIT APPLICATION

### EVENT INFORMATION

Name of Event: LL Bean Flannel 5K  
Event Organizer/Sponsor: Loco Sports, LLC  
Is Organizer/Sponsor a 501(c)3 non-profit agency? ☐ Yes ☒ No  
MANDATORY: State Sales Tax Exemption Number: ES#: \_\_\_\_\_  
OPTIONAL: Federal Tax Exempt Number: \_\_\_\_\_  
Address: PO Box 423,  
City/State/Zip: Newmarket, NH 03857  
Primary Contact: Mike St. Laurent Work Phone: 603 659 2824  
Email: Mike@locorunning.com Phone During Event: 603 498 3118  
Website: Flannel5k.net FAX: \_\_\_\_\_  
Secondary Contact: Bryan Cahoon Work Phone: 603 498 3118  
Email: bjcahoon@gmail.com Phone During Event: 603 498 3118  
Annual Event? ☒ Yes ☐ No  
Charitable Event? Friend of Lake Wingra ☒ Yes ☐ No  
If Yes, Name of charity to receive donations: \_\_\_\_\_  
Estimated Attendance: 600 runners, 100 spectators (CERTIFICATE OF INSURANCE MAY BE REQUIRED)  
Public Amplification? (not allowed after 11 p.m.): ☒ Yes ☐ No  
Hours: 8 AM to 10 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: Vilas Park Drive, Arboretum Drive, Coval, Marshall

### EVENT DATE(S)/SCHEDULE

Date(s) of Event: Saturday, Oct 12, 2019 Event Start and End Times: 8:00 - 10:00AM  
Rain Date (if any): \_\_\_\_\_ Set-Up Start Time: 6:30 AM  
Take-Down Start Time and End Times: 9:40- 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

**MSTL**

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 Michael St. Laurent Date June 3, 2019

Street-Event Schedule  
LL Bean Flannel 5K, Madison, WI  
Saturday, Oct. 12, 2019

Street Event Schedule:

Thursday/Friday – Oct May 10-11

Porto Potties places in parking lot: Off Vilas Drive & Hilldale Mall

Saturday: Vilas Park

6:00 AM – 6:30

Setup: Cones places in Parking lot to prevent runner parking

Setup: Parking area on Vilas Drive: Setup start blowup structure/

Setup: Grassy Area on Vilas Drive: pop up tents and folding tables/ trash cans

7:30 AM – 8:45 runners arrive by Bus from Hilldale Mall:

Dropped off on Edgewood Ave – and walk to Start area

8:30 AM: Cones and signs placed on Vilas Drive

8:50 AM Runners line up inside parking area

9:00 AM: Runner start

9:10: Runners all on Arboretum Drive, Cones moved from center line to 2-3 foot wide path

9:16: First runner finishes

9:20-9:40: most runners finish

10:00 AM Last walker finishes

10:05: all cones and signs removed from roads

7:30 AM – 8:45 AM – Hilldale Mall

Hilldale Mall Parking: LL Bean Store

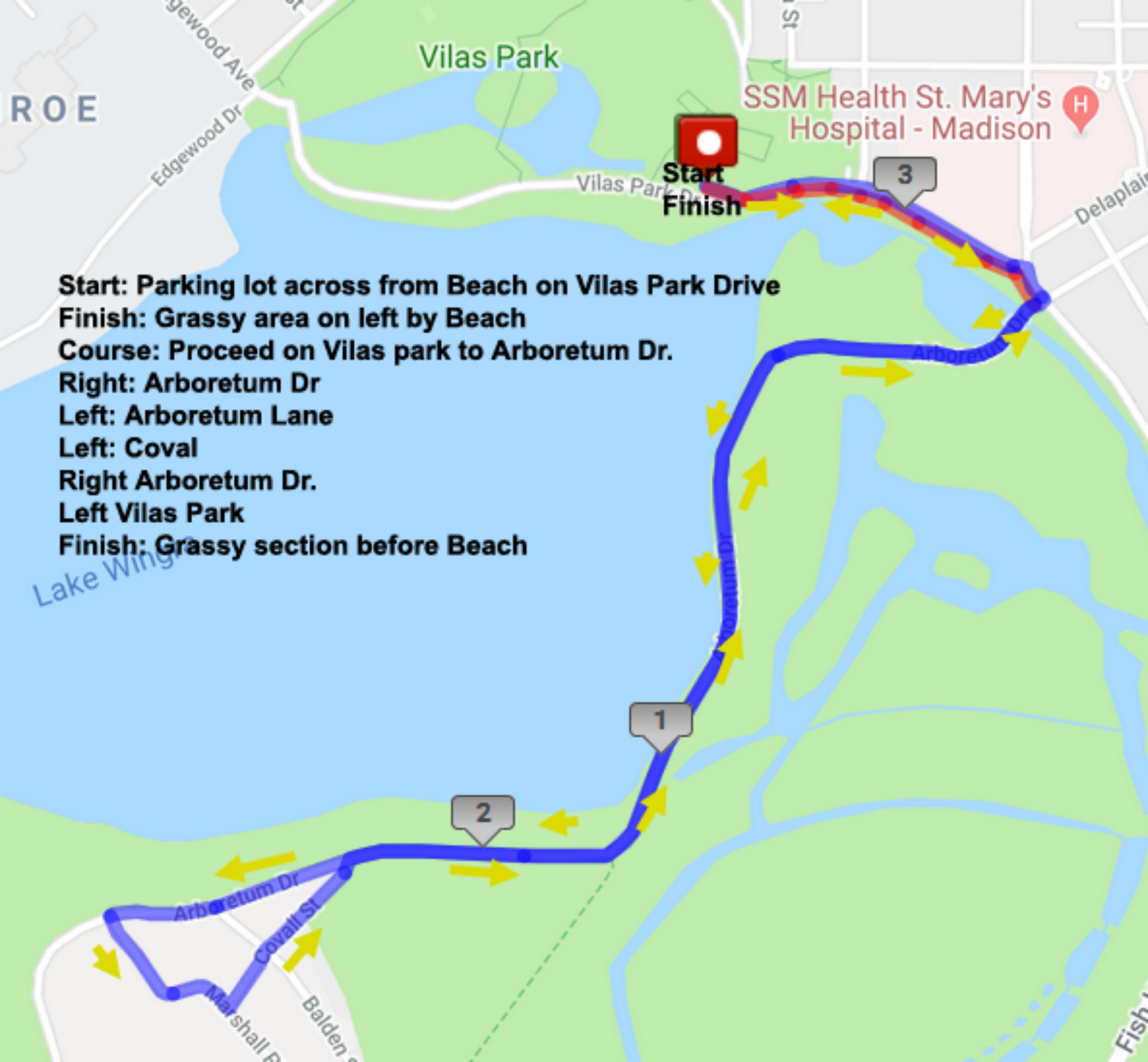
Runners all park at Hilldale Mall.

Runners get bib and shirt at LL Bean store

Runners all take bus shuttle from Hilldale to Vilas Park

Parking:

**NO runner parking in Vilas Park. Volunteer and staff only**



## 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?

Web site Flannel5k.net, Facebook ads, and email list.

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

No

### 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.

**LL Bean Flannel 5K**

Official Name of Event:

Registration is at LL Bean store, Race is Vilas Park Drive- Arboretum

Location:

Public Contact Phone: **603 659 2824**

Website: **www.flannel5k.net**

Admission Cost: **\$25**

Date of Event: **Saturday, Oct 12**

Beginning/End Time of Event: **9:00 AM - 10:00 AM**

Two sentence description of event (for internet calendar):

This is a fun 5K run/Walk that is on an easy out and back loop. All registered runners receive a very cool running shirt that is a Plaid (Flannel) design.

## 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?

☒ Yes ☐ No

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

### EVENT INFORMATION

Name of Event: **LL Bean Flannel 5K**

Contact Person: **Bryan Cahoon**

Location: **Vilas Park, by Beach**

Date: **Saturday, Oct 12**

Type of Amplified Sound:

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

☐ Other (please specify):

Hours of Amplification:

Date: **Saturday, Oct 12, 2019**

Time: **8 - 10:00 AM**

**Trash & Recycle Plan**  
**LL Bean Flannel 5K, Madison, WI**  
**Sunday, Oct. 13, 2019**

**Trash & Recycle Plan:**

LL Bean store: Registration and After-race party  
Party is held just inside store and just outside store.  
Trash receptacles and recycling bins to be placed out outside of store.  
All trash and recycles to go in LL Bean dumpsters.  
5 trash cans 5 recycle containers

**Sunday: Vilas Park**

**6:00 AM – 6:30**

**Note: Only Water to be served at finish area. After-race party is at the LL Bean store**

Setup: parking lot area and Grassy Area on Vilas Drive: with trash and recycling cans  
5 recycle containers, 3 trash cans  
1 person in charge of trash and recycle

9:00 – 10:00 Patrol trash cans and recycle to make sure not overflowing

10:00- 10:30 AM – Patrol area for any discarded trash.

10:30 AM- All trash hauled away in uhaul truck to Dumpster at LL Bean.

EAP  
Safety and Medical Plan  
LL Bean Flannel 5K, Madison, WI  
Sunday, Oct. 13, 2019

**EAP Representative**

Primary Contact: Bryan Cahoon 603 498 – 3118

Secondary Contact: Kevin St. Laurent: 603 957 0259

Emergency 911

Non emergency: Fire: 608-266-4420 – Police 608 255 2345

**We will have EMS onsite.**

**Medical:**

An ambulance will be hired to be positioned at the finish area. Along the course, all volunteers will have a direct number to call if runners have any medical issues. At the finish there will be a complete list of all registered runners with emergency contact name and numbers.

Aid Station: One aid station with water will be placed at mile 1.5 on Arboretum.

**Security & Safety:**

Corner Marshals: All corners will have a safety marshal volunteer with a safety vest and flag. 2 bike marshals will patrol the course on Arboretum.

**Vilas Park Drive:**

Cones will be placed in the center lane on Vilas Park Drive from start to the Arboretum Drive. Once the runners are past this first half mile the cones will be moved in to a 2-3 runner wide coned lane so autos can then use the road driving carefully

Arboretum Drive will be closed for the duration of the race.

**We will have on-site Police:**

**Police: Madison**

Police will be positioned according to a plan approved by Police.

Estimated positions:

- Lead Police Car – then finish area
- Corner of Arboretum / N. Wingra

- Corner of Vilas /S. Millis Street

Police: University of WI

University Police may be used on Arboretum by Coval and Marshal

**Severe Weather:** The race will be held rain or shine, but will be cancelled if any major weather event occurs or deemed unsafe by the Police. We will follow the 30/30 rule

Crowd Control: Managed by Bryan Cahoon

Parking: Staff: Parking lot off of Vilas Park Dr.

Parking: Runners/ Spectators: Hildale Mall Parking