Stoughton Syttende May Festival – May 14 - 16, 2021

Proposal for Request for Special Events License

Please find included in this packet the following articles for the Special Events License for the 2021 Syttende Mai Festival.

1. **Special Events License Application**
    a. **Check for $30 arriving.**
2. **Proposal for City of Stoughton re: Food Stands**
3. **Amplified Sound Schedule**
4. **Street Parking/Lot Parking Closures**
5. **List of Businesses Affected by Run Route**
6. **Letter Template to Businesses Affected by Run**
7. **Portable Toilet Location**
8. **ATM locations Downtown**
9. **Food Stand and Sit-Down Meal Locations**
10. **S Division Street Closure Diagram**
11. **Kegonsa Lot Diagram**
12. **Syttende Mai Walk/Run Route**
13. **Lil Run Route**
14. **Sunday Parade Route**
15. **Community Instructions for Parade Viewing**

The Syttende Mai team leads and staff of the Stoughton Chamber of Commerce continue to navigate through the guidelines of Dane County Public Health as it responds to COVID-19. Aspects of the festival may change (including cancellation) from what is outlined here to be in accordance with the current guidelines.

Thank you for reviewing these documents to continue this wonderful tradition in some fashion for 2021!

Callie LaPoint
Events and Visitor Services Manager
Stoughton Chamber of Commerce
visitorservices@stoughtonwi.com
608-873-7912

CITY OF STOUGHTON

FEE: $30.00

SPECIAL EVENT LICENSE APPLICATION

I. APPLICANT

Name	Address	Home Telephone #	Work Telephone #
Callie LaPoint	725 Berry St Stoughton		608-873-7912

II. ORGANIZATION

Name	Address	Telephone #
Stoughton Chamber of Commerce	532 E Main St Stoughton	608-873-7912

III. EVENT

Type of event: ☑ Outdoor ☑ Indoor ☑ Parade

Name of Event: Syttende Mai Festival

Date and time	Location
From May 14, 2021 To May 16, 2021	Downtown Stoughton (and online)

Will there be any activity taking place that involves music, amplifiers, loudspeakers, etc?

☑ Yes (attach additional sheet with description and times of activities) ☐ No

License applying for: $10.00 individually or for both

☐ Temporary Class "B" beer ☐ Temporary Class "B" wine

Persons proposed to sell fermented malt beverages and/or wine (attach additional sheet if necessary)

Name	Address	Prior relevant experience(s)

ATTACH: A sketch showing the layout for handling fermented malt beverages and/or wine.
A copy of the application or license of each person(s) who will be holding the beverage operator's license who requires the supervision of the sale of fermented malt beverages and/or wine.
A list of adjacent property owners and a copy of the form used to notify them of the event. (outdoor event only)

I, Callie LaPoint (applicant), agree to promptly pay the City for the City's charges incurred either in regulating this license or remedying any unsatisfactory post-event maintenance by the above named person or organization as required.

Callie LaPoint
Signature

2-15-21
Date

Office Use: Date Paid _____ Amount Paid _____ Receipt Number _____

INDEMNIFICATION/HOLD HARMLESS

We, the Stoughton Chamber of Commerce, sponsor and/or co-sponsor of the 2021 Syttende Mai Festival May 14-16, 2021, shall indemnify, hold harmless, and defend the City of Stoughton, its officers, agents and employees, including but not limited to attorney's fees, which arise from or out of the specified event.

_____ _____

Signature Date

_____

Officer of the Stoughton Chamber of Commerce

Is there any verbiage that needs to be added in respect to COVID-19 and any other acts of God?

Proposal to City of Stoughton re: Food Groups of Syttende Mai

Non-profit food vendors may only operate in conjunction with a special event, such as fair or festival.

Syttende Mai is celebrating mostly with online/streamed programing and independent activities such as Scavenger Hunts and shopping incentives throughout the city. The Festival in its regular form will not be taking place, thus the only special event at this time for the festival will be the drive-through Sunday parade.

For our non-profit food stands, Dane County Public Health may grant them a temporary license for the weekend with the support of the City of Stoughton, and will provide the Chamber guidance on advertising with the most current order rules at that time.

What will be proposed to the food groups on Thursday, February 18th, is the following:

- Those non-profits with carts may set up in their regular location and sell **advance and curbside pickup only** (walk-up an option pending future PHMDC Orders)
- Food groups have the ability to use the following parking lots for their curbside pickup:
    - Livsreise lot
        - 5 spots approved by Bryant Foundation on 2/17 for use by Sons of Norway
    - Kegonsa Lot
        - set amount of spots for use by Norwegian Dancer Parents and possibly another group (Youth Hockey / Stoughton Area Youth Soccer Association)
        - Viking Games will be in the SE quadrant for Saturday morning
    - Washington/Division St Lot
        - set amount of spots for use by Lions Club and possibly another group (Relay for Life team / Ernie's Kettle Korn
    - City Hall Parking Lot
        - All spots reserved for use by Rotary, RMN Donuts, and FFA Alumni
- Only pre-approved food stands are part of this special request.
- For non-profits that partner with commercial vendors, may it be possible for them to deliver to residential neighborhoods the weekend of May 14 – 16, 2021
    - Ex: Kona Ice supporting Stoughton Area Youth Soccer
- Individual food groups are responsible for an online / phone ordering system and collection of payments.
- Individual food groups need to adhere to the current Dane County Public Health Guidelines both with food safety and COVID orders.
- The Chamber of Commerce will set up sanitizing stations throughout downtown for the weekend to encourage safe shopping.
- The Chamber of Commerce will set up limited porto potties for the use of food vendors, Viking Games and label as so.
    - Cleaning requirements will also be in place for all portos.
- The Chamber of Commerce will supply a "Community FAQ" document outlining the weekend and its requirements as it largely affects the downtown area.

As of February 17th, 2021 the following in-person events are on hold until future Orders may allow:

- Canoe Race (Friday)
- Arts and Crafts Festival (Saturday and Sunday)

Race Day Events manages the 20-mile, 17-mile, and 10-mile activities. We will enforce the same guidelines they are setting for the 2-mile Community Run, with the ability to move that to a virtual event at late notice if need be.

The Sunday Parade is outlined later in this packet.

Thank you,

Callie LaPoint
Events and Visitor Services Manager
Stoughton Chamber of Commerce
(6085) 873-7912

Stoughton Syttende May Festival – May 14-16, 2021

Amplified Sound Schedule

The following times and places will use amplified sound during the Syttende Mai Festival, from Friday, May 14 through Sunday, May 16.

N. Division St., located north of Main Street.
Friday, May 15 and Saturday, May 16

- 6pm-6:30pm Opening Ceremonies
- Portable sound system for the emcee and announcements.
- Stoughton Norwegian Dancers performances throughout the weekend.

Run/Walk Finish Line – Mandt Park
Saturday, May 15

- 8:30am-1pm – Event emcee announces runners' names as the cross the finish line. Some music is played, and a winners' ceremony will be held.

Viking Games – located on W. Jefferson St. (between S. Division and S. Water Streets)
Saturday, May 15

- 10am-5pm – Announcers will be amplified.
- 11am-5pm – Event will broadcast music from a portable sound system.

Stoughton Syttende May Festival – May 14-16, 2021

NOTICE: Street, Parking Lot, and On-Street Parking Closings

You are receiving this notice because your residence or business will be affected by a street or parking lot closure, or no on-street parking, during the 2021 Syttende Mai Norwegian Heritage Festival. Streets and parking lots affected are listed here.

Street Closures

W. Jefferson St. from S. Water to S. Division St.

- Closed Friday, May 14 at 5pm
- Closed Saturday May 15
- Opens Sunday, May 16

S. Water St. marked "No Outlet" from W. Main St. to W. Jefferson St.

- No outlet in place from Thursday, May 13 through Saturday, May 16
- Re-opens Sunday, May 16

S. Division St. from Main St. north to W. Washington St.

- Closed Thursday May 13, 2pm through Sunday, May 16

Main St - Hwy 51

- Closed Sunday, May 18, 12:45pm to 4:00pm for the Norwegian Parade

S. Fourth St from E. Main St., south to Mandt Park

- Closed Sunday, May 18 12:45pm through parade end

E Milwaukee St from S. Fourth St. to Van Buren St

- Closed Sunday, May 18 12:45pm through parade end

S. Division St from Forton St. south to North St.

- Closed Friday, May 15, 5pm to 7pm for the Canoe Race and the Viking Duck Race

Forton Street Bridge

- Closed Friday, May 15, 5pm to 7pm for the Canoe Race and the Viking Duck Race

Stoughton WISCONSIN

Stoughton Chamber of Commerce
532 E. Main St.
Stoughton, WI 53589
608-873-7912

Stoughton Syttende May Festival – May 14-16, 2021

Parking Lot Closures

Kegonsa Plaza Lot

- Closed from Wednesday, May 12 at 7am through Monday, May 17 at 7pm
- Area resident parking is available on S. Water St. and in the North Parking Lot
- Kegonsa Parking Lot will be partially open late Sunday

Forrest/Main Parking Lot

- Closed from Thursday, May 13 at 4:30pm through Sunday, May 16 at 7pm

No On-Street Parking Areas

- No on-street parking from Friday, May 14 at 7am to Saturday, May 15 at 11pm
    - On S. Division St. from Main St. south to Jefferson St. from
- No on-street parking from Friday, May 14 at 7am to Sunday, May 16 at 5pm (Sunday Parade Staging)
    - On W. Main St. from Gjertson St. to King St.
    - On W. South St. from King St. east to S. Gjerston St.
    - On Nora St. from W. Main St. to W. South St.
    - All of Riverside Drive – from S. Page St. to S. Fourth St.
    - On S. Fourth St. south to Chicago St.
    - On E. Milwaukee St. from S. Van Buren. to S. Fourth St.

Thank you for your patience. I hope you will enjoy your "up front" experience of the festival!

If you have any questions, please feel free to contact me at the Stoughton Chamber of Commerce, 608-873-7912 or syttendemai@stoughtonwi.com.

Sincerely,

Callie LaPoint
Syttende Mai Event Manager
Stoughton Chamber of Commerce
608-873-7912 | syttendemai@stoughtonwi.com

Syttende Mai Festival 2021

Business Affected by Run Route

Business	Address	City	State	Zip
Walmart	2600 State Highway 138	Stoughton	WI	53589
Century 21 Affiliated	2420 WI-138 Suite 103	Stoughton	WI	53589
T&T Nails	2420 WI-138 Suite 105			
Pancake Café	2421 WI-138 Suite 106	Stoughton	WI	53589
Dunkin' Donuts	2480 State Highway 138	Stoughton	WI	53589
Kettle Park West				
Anytime Fitness	2300 Hwy 51-138	Stoughton	WI	53589
Sports Enhancement Academy	2300 Hwy 51-138	Stoughton	WI	53589
Stoughton Eye Care & Eyewear	2300 Hwy 51-138	Stoughton	WI	53589
Stoughton Hospital Rehab & Sports Med. Clinic	2300 Hwy 51-138	Stoughton	WI	53589
Spinners Pizza	2125 McComb Rd	Stoughton	WI	53589
Summit Credit Union	2105 McComb Rd	Stoughton	WI	53589
Level Up Fitness	225 Hoel Ave	Stoughton	WI	53589
Not Affected 2018				
Stoughton Lumber	3188 Deer Point Dr	Stoughton	WI	53589
Dairyland Electrical Industries, Inc.	3165 Deer Point Dr, Ste A	Stoughton	WI	53589
Shaw Building & Design	3158 Deer Point Dr	Stoughton	WI	53589
RHD Plumbing	1480 Oak Opening Dr	Stoughton	WI	53589
Kwik Trip	2400 Roby Rd	Stoughton	WI	53589
KFC/Taco Bell	1324 Nygaard St	Stoughton	WI	53589
Coldwell Banker Success	1200 Nygaard St	Stoughton	WI	53589
Deak's Pub & Grill	1017 Nygaard St	Stoughton	WI	53589
Culver's	916 Nygaard St	Stoughton	WI	53589
Arby's of Stoughton	900 Nygaard St	Stoughton	WI	53589
Banushi's Bar and Grill	800 Nygaard St	Stoughton	WI	53589
Quality Inn and Suites	660 Nygaard St	Stoughton	WI	53589
Grand China	2388 Jackson St	Stoughton	WI	53589

Hanson Electronics	2384 Jackson St	Stoughton	WI	53589
Jimmy John's Sandwiches	2376 Jackson St	Stoughton	WI	53589
Check Advance	2372 Jackson St	Stoughton	WI	53589
Verizon Wireless	Jackson St	Stoughton	WI	53589
The UPS Store	2364 Jackson St	Stoughton	WI	53589
Papa Murphy's Pizza	2360A Jackson St	Stoughton	WI	53589
Gates Collision Center	1477 Hwy 51	Stoughton	WI	53589
Stoughton Garden Center	1471 Hwy 51	Stoughton	WI	53589
Dane County Auto	1411 Hwy 51	Stoughton	WI	53589
Gunderson Funeral and Cremation Care	1358 Hwy 51	Stoughton	WI	53589
Stark Automotive Group	1304 Hwy 51	Stoughton	WI	53589

Main Street

Separate Master Database at the Chamber

February 17, 2021

[Business Name]

Greetings!

As you know, Syttende Mai is coming soon! I'm writing to let you know that your business is affected by the Syttende Mai Classic, our Saturday morning foot races and the Sunday parade.

The race participants will enter Hwy 138 from Starr School Road and run along Highway 138 until Hoel Avenue. Security personnel will help slow traffic to ensure participant safety.

This means that nearly 1,000 people will be running or walking past you on the morning of Saturday, May 16! The 20 Mile Run, the 10 Mile Run, and the 17 Mile Walk participants use this course. This will happen between 8:45am and roughly 11:30am.

This would be a great opportunity to use your existing signs (or put up a banner) to encourage or congratulate the participants. As they pass your business, they will be approaching the 2-miles-to-go point, and will be ready for a little encouragement!

If you have questions regarding the race and its route, please contact Race Day Events at 608-316-5755

The Sunday parade also utilizes Main St. from S Gjertson to Mandt Park. This year we will be flipping the parade around and making it a drive-through event in Mandt Park. What this means is that the community of Stoughton will be invited to drive through, thus creating some traffic along Main St. Community participants will be encouraged to stay in the right lane while through traffic will stay in the left lane.

If anyone in your organization is interested in helping (perhaps intersection control?) please let me know. If you have any questions about this change, or would like to talk about other opportunities, feel free to call me.

Thank you and Have a great day!

Callie

Callie LaPoint
Syttende Mai Event Manager
Stoughton Chamber of Commerce
syttendemai@stoughtonwi.com
608-873-7912

Syttende Mai Festival 2021

Portable Toilet Locations

Locations TBD

			Number and Type of Units				
Location	**Municipality**	**Notes**	**Regular**	**Accessible**	**Sink**	**Extra Pump**	**Pickup Day**
Rosenbaum Road	Outside of Stoughton	Start of Canoe Race	1			No pump	Fri. after 7pm or Sat. early am
Madison: corner of Main St & MLK JR Blvd	Madison	20 Mile Run Start	6			No Pump	Saturday after 8:30 am
Summit Credit Union	Madison	17 Mile Walk Start	3			No pump	Saturday after 8:30 am
Clayton Road	Town of Dunn	Run/Walk	1			No pump	Saturday after 12:00pm
Sandhill Rd, North End and Hwy B	Town of Dunn	Runs/Walk	5			No pump	Saturday after 12:00pm
Rutland Dunn Townline Rd. and Hawkinson	Town of Dunn	Run/Walk	2			No pump	Saturday after 12:00pm
Lalor Rd and Hwy B	Town of Dunn	Run/Walk	1			No pump	Saturday after 12:00pm
West of 4287 Schneider Drive, at edge of field	Outside of Stoughton	Run/Walk	1			No pump	Saturday after 12:00pm
Hawkinson Rd and Schneider Dr	Outside of Stoughton	Run/Walk	1			No pump	Saturday after 12:00pm
1955 Hawkinson Rd, at lower driveway	Outside of Stoughton	Run/Walk	1			No pump	Saturday after 12:00pm
Hoel Ave and Main Street, south side	City of Stoughton	Run/Walk	1			No pump	Saturday after 12:00pm
Fox Prairie School Field, on King St. south of South St.	City of Stoughton	Lil' Run	2			No pump	Saturday after 12:00pm
On North St. in front of SASD Administration Bldg.	City of Stoughton	River Bluff Campus	1			Extra pumps Sat. and Sun.	Sunday after 4pm
W. Washington St. and N. Division St.	City of Stoughton	Parking Lot?	2	1	1	Extra pumps Sat. and Sun.	Sunday after 4pm
W. Main St. and S. Monroe St.	City of Stoughton	Kwik Trip Parking Lot	2			Extra pumps Sat. and Sun.	Sunday after 4pm
W. Main St. and S. Page St.	City of Stoughton	Livsreise Parking Lot	2			Extra pumps Sat. and Sun.	Sunday after 4pm
W. Main St. and Gjertson St.	City of Stoughton		2			No pump	Sunday after 4pm
S. Fourth St. and Mandt Parking Lot	City of Stoughton	Run Finish and Parade St	4	1		Extra pumps Sat. and Sun.	Sunday after 4pm
S. Fourth St. at E. Main St. in front of Library	City of Stoughton	Do not block windows 608-873-6281	2			Extra pumps Sat. and Sun.	Sunday after 4pm
S. Division and W. Jefferson	City of Stoughton	Viking Games	2				
Craft Beer and Entertainment Tent/Kegonsa L	City of Stoughton	Beer-Viking Games	4	1	1	Extra pumps Sat. and Sun.	Sunday after 4pm
S. Fourth St. Open lot across from Isham	City of Stoughton		1			No pump	Sunday after 3pm
Division Street Park	City of Stoughton	South Side - near fence	2			No pump	Saturday after 4
Senior Center Parking Lot	City of Stoughton	Parade		1		No pump	Only need on Sunday
Total Units:			**49**	**4**	**2**		

Syttende Mai Festival 2021

ATM Locations Downtown

Kwik Trip – 517 W Main St on 51 and Monroe St

City Hall – 207 S Forrest St

Viking Brew Pub – 211 E Main Street

TBD : Arts & Crafts Fair – School Admin Building 320 North Street

Viking Games – Kegonsa Parking Lot on S. Division St.

Festival Legend
Events
Booster Button Required
Attraction
Booster Button Required
Food Stand
Booster Button Required
Bus Stop
Bus Route
To High School:
Free Shuttle Parking.
Forton St
N Division St
Division Street Park
Yahara River
N Forrest St
River Bluff Middle School
North St
S Forrest St
S Fourth St
S Fifth St
E Washington St
Stoughton City Hall
Stoughton Chamber of Commerce
E Main St
51
N Page St
W Main St
Water St
Division St
E Jefferson St
Stoughton Police Department
Stoughton Fire Department
Syttende Mai Festival
Stoughton
S Page St
S Fifth St
Sixth St
Seventh St
N
W
E
S
Scale of Miles
0
0.05
0.1
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#	Group
1	American Cancer Society Relay for Life
8	Ernie's Kettle Corn supporting Three Gaits
5	First Lutheran Church Bake Sale
9	Friends of the Stoughton Library
13	Cottage Grove Kettle Corn supporting Key Club
14	Kingluv Tacos supporting Buddy of Mine
17	Norwegian Dancer Parents
13	Norwegian Dancer Parents
32	RMN Donuts supporting World of Change Leaders
22	Sons of Norway-Mandt Lodge
23	Sons of Norway-Mandt Lodge
15	Stoughton Area Youth Soccer Assoc. & Kona Ice
25	Stoughton FFA Alumni
27	Stoughton Lions Club
28	Stoughton Rotary Club
9	Stoughton Public Library
30	Stoughton Youth Hockey

ANNUAL
SYTTENDE MAI
festival
STOUGHTON, WISCONSIN

Syttende Mai Festival 2021

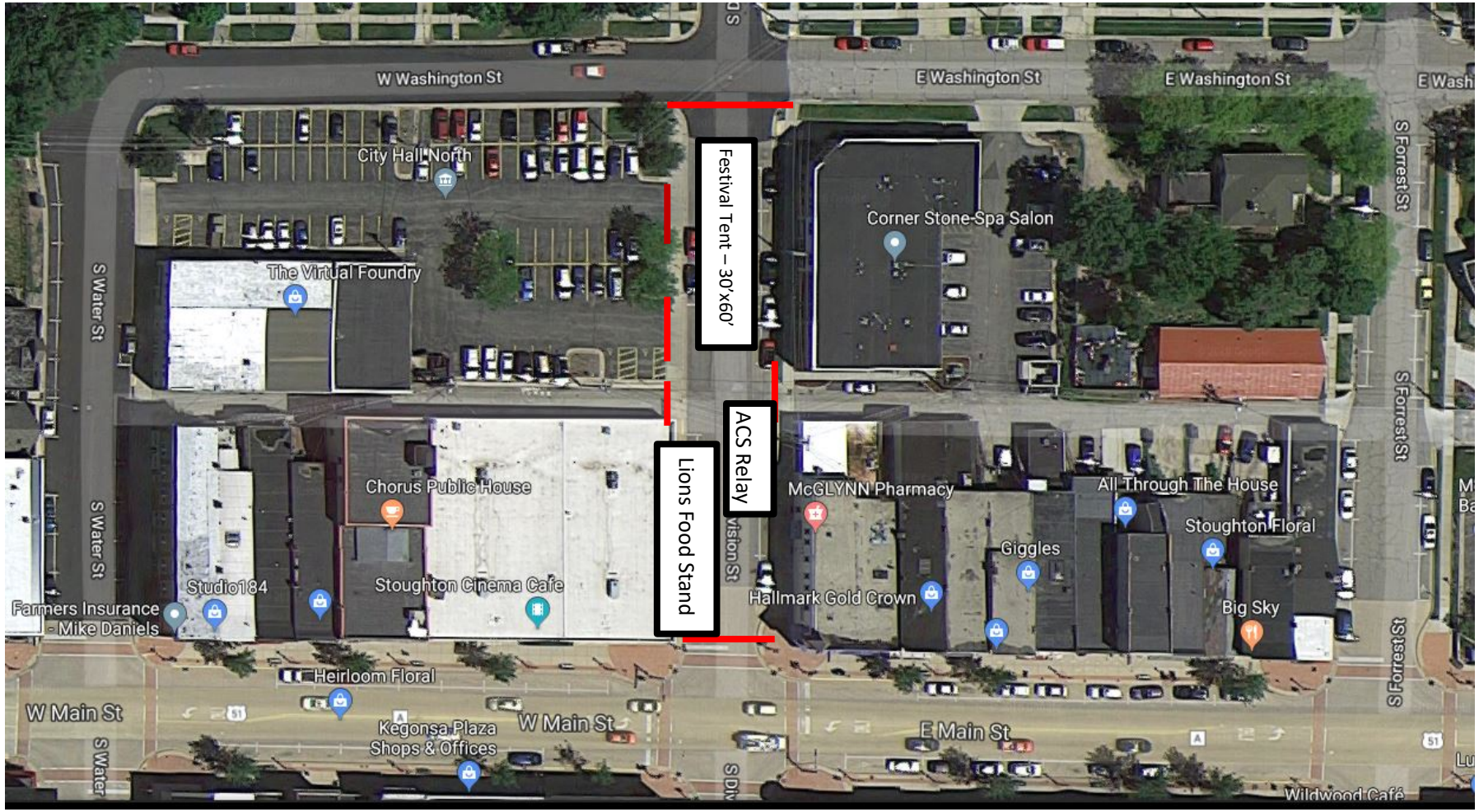
S. Division St Closure: from W. Washington to Main St

Red Barrier: Street/Entry Closure

Festival Tent Schedule: TBD

ACS Relay for Life: Food Stand

Lions: Food Stand



Syttende Mai Festival 2021
Kegonsa Plaza Parking Lot
Festival Layout

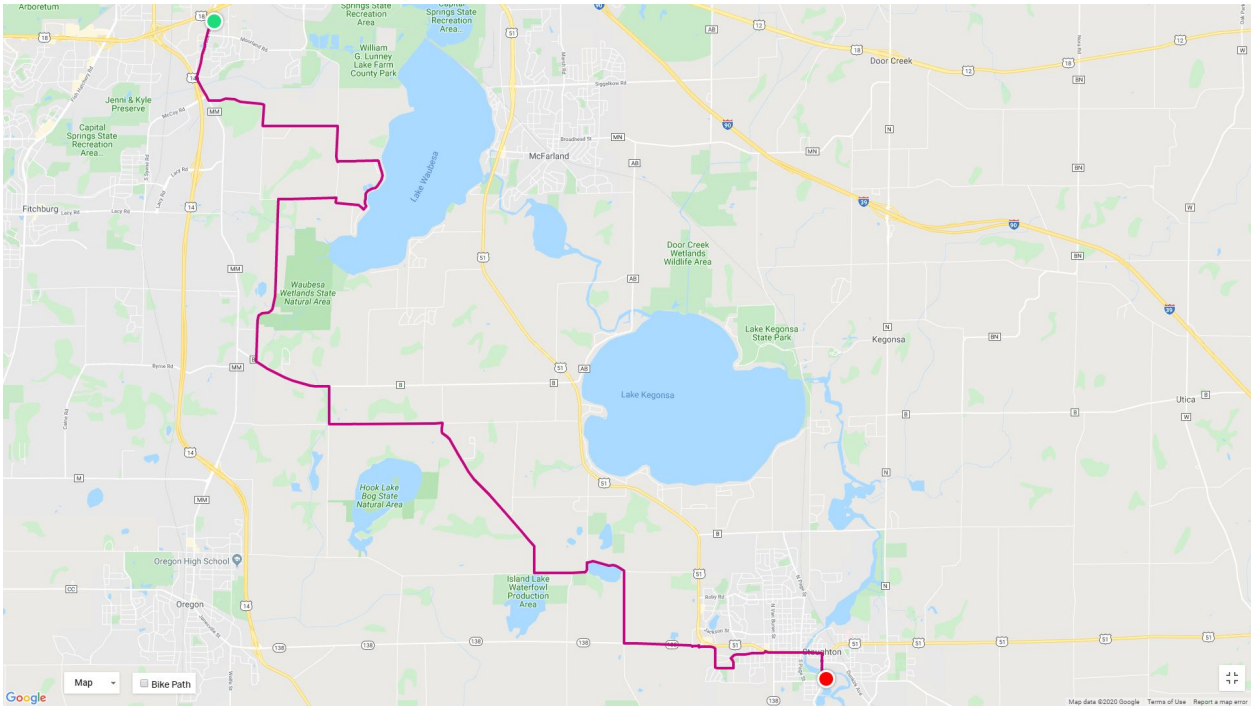
Blue: Tent for Viking Games

2021 Syttende Mai 20, 17, and 10 mile Run/Walk

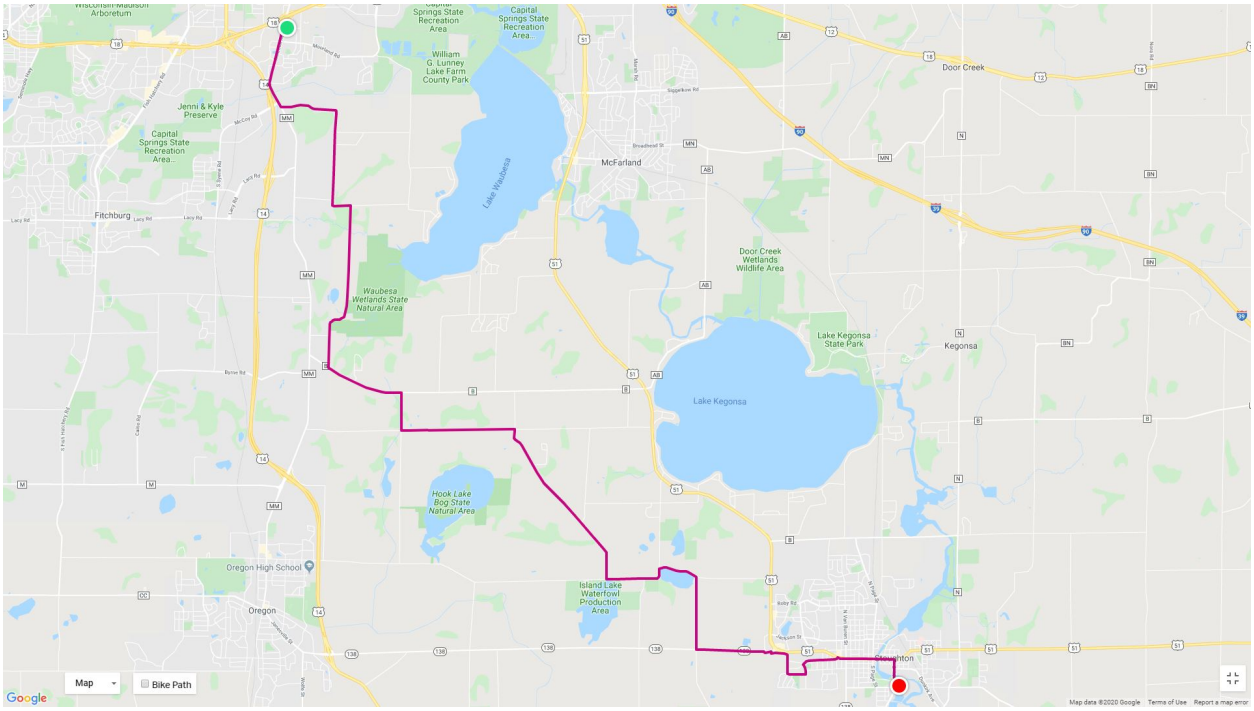
Race Day Events will be the producer of the 2021 Run/Walk. Most of the route will remain the same as years past, with the change coming from the starting point. They have approval for use of the grounds at Badger Rock Middle School.
The 20-mile and 17-mile will start from the same location and meet up along Lalor Rd.

Contact: Ryan Griessmeyer, Race Day Events. 608-316-5755

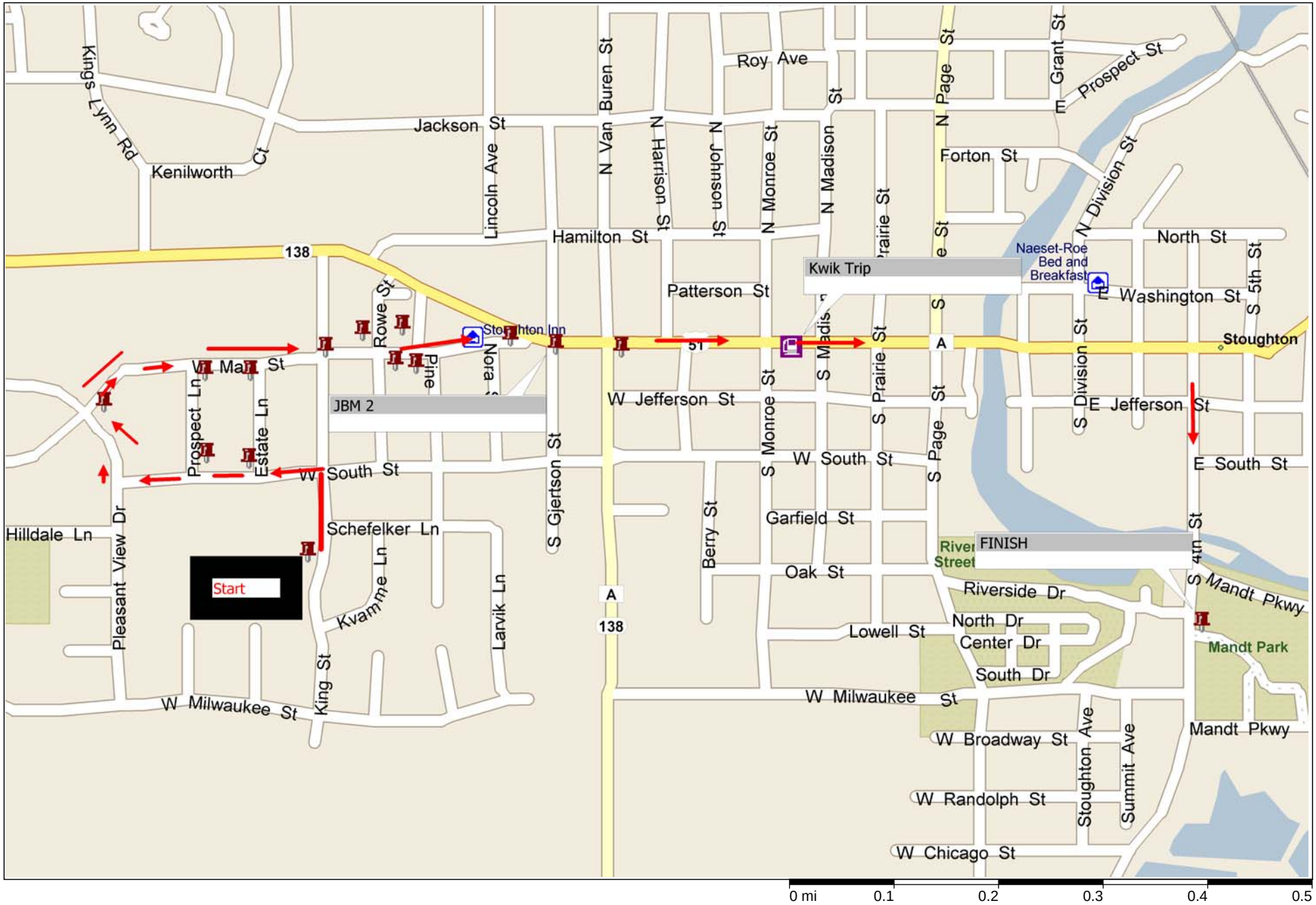
20 mile route:



17 mile route:



Lil Run Syttende Mai Run Route



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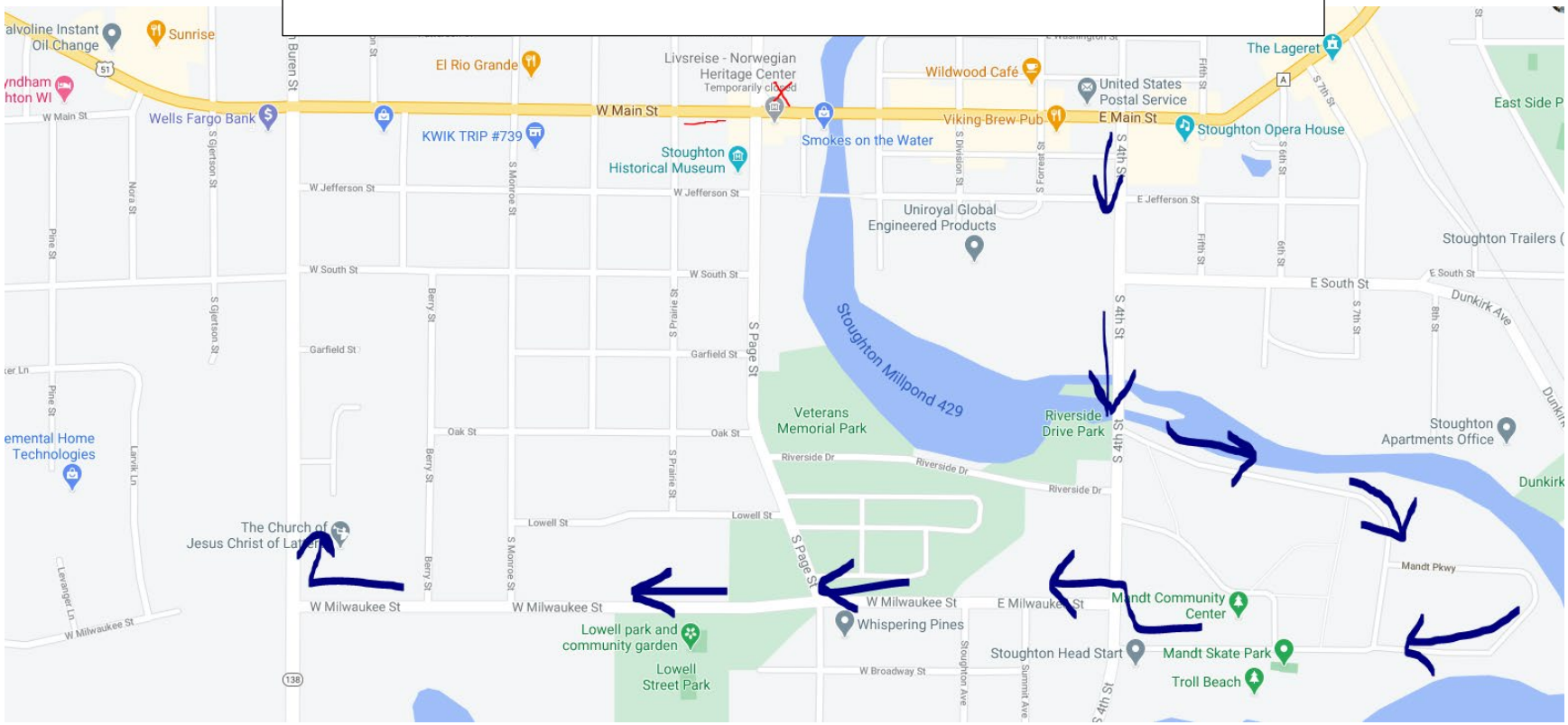
2021 Syttende Mai Sunday Parade Route
Sunday, May 16, 2021, 1:00pm



Community Participation in drive-through Parade.

- Car line-up no earlier than 12:30pm starting at Page/Main.
- All cars must be occupied. Empty cars are subject to ticketing
- Cars must not block intersections or driveways.
- Last car will be at 3:00pm.
- Community Spirit: dress up yourself and your car in honor of Syttende Mai!
-

Parade can be watched on WSTO