



CP-24-207

Special Events & Film

Applications/Permits

Status: Active

Submitted On: 5/10/2024

Primary Location

325 BEDFORD STREET

STAMFORD, CT 06901

Owner

CITY OF STAMFORD JOHN C

LATHAM PARK

888 WASHINGTON BLVD

STAMFORD, CT 06901-2930

Applicant

Sharmin Jahan

203-276-6133

sjahan1@stamhealth.org

3001 Summer Street
Stamford, CT 06905

Cashiering & Permitting

What type of service are you in need of today?*

Special Events

Please select an event category *

Athletic/Recreation

You selected Other, please describe the type of event*

Stamford Health Awareness Campaign:
Create heart health awareness within the community through engaging activities emphasizing the benefits of walking.

Is this a new event? *

Yes

Will you be using a City Park for your event? *

Yes

Please be advised, you are not allowed to charge admission fees for an event at a city park.

Will this event occur solely in a city park or will it extend past city park limits?*

This event will leave the park at some point during the event.

Please be sure that the location you are hoping to reserve is available by going to the Cities **Park Permit Calendar**.

Will this event be held on a weekend?*

No

Special Event Set Up Start Date: *

06/09/2024

Special Event Set Up End Date:*

09/30/2024

Set Up Time* ?

4 weeks

Break Down Time* ?

2 weeks

Event Start Time* ?

Jun 1

Event End Time* ?


Sept 30

Please select a city park.* ?

Latham Park

Name of Event or Vendor* ?

Little Steps for Heart Health - Stamford
Health

Description of Event:* 

This permit request is for the Latham Park (+Bedford Street sidewalk) and Scalzi Park. This is a passive ongoing campaign between June 1 - September 30.


I am reaching out on behalf of Stamford Health regarding our upcoming brand awareness campaign that aims to promote heart health awareness within the community through engaging activities emphasizing the benefits of walking.

This initiative includes deploying attention-grabbing guerrilla tactics in key areas such as Mill River Park, Bedford St & Latham Park, and Scalzi Park. There will be street decals placed on sidewalks, for example, highlighting the benefits of taking little steps to improve heart health. These tactics involve creative placements to encourage increased physical activity among residents.

Our team is working closely with the City of Stamford to get permitting for this initiative as the campaign encompasses City streets/sidewalks, lamp post signage, etc. The duration of the campaign will be June – September this year. We've met with the City of Stamford's Director of Operations regarding this application and he had recommended we need to get approval from the Parks and Recreation Commission. We are also collaborating with the Health Department & Mayor's Office regarding feedback on the messaging and creatives of this campaign. Attached, you will find the "Little Steps PDF," which provides further details on our campaign objectives, creative, and strategies for your reference.

Is your organization a non-profit with the ability to attach proof such as your 501(c)3 documentation?

Yes

Number of Participants (including children): * 

20000

Contact Person (if different from applicant):

Local Business Name & Address:

Stamford Health

Is this a corporate or company hosted event?*

Yes


Corporate Name & Address:*

One Hospital Plaza, Stamford, CT 06902

Phone Number (if different from applicants):

Secondary Phone Number (back up contact):*

4094549547

Will beer be served?* 

Will there be catered food at this event?

No

No

Have you ever had a permit revoked?*

No

You are required to verify that you will have a CPR certified person with your group. Please be prepared to attached said documents prior to submitting this form.

Will there be swimming at this event?*

Will Animals be used in this production?*

No

No

Will you be using the city street or sidewalk?*

All events requiring the use of a state road will be required to obtain approval from the state. Will you be utilizing a state road for this event?

Yes

No

Will you be erecting a tent/stadium seating/stage?

No


You will need an **Obstruction Permit** in order to be granted a special event/film permit. Please complete your obstruction permit following the submission of this special event/film permit application.

Please provide your EIN or Tax ID if applicable


Will this event be promoted on social media and any other forms of media?*

***-**-6917

No

Will you be requesting the use of a pavilion? 

No

Do you plan to use owned or rented equipment during the event? *

No

Will you require the use of a metered parking spot(s)?*

No

I understand that all payments are non-refundable. *



City Services Needed:

The items below may be available for a fee on the date(s) of your event. Please be aware that there are costs associated with these services. Please check the boxes of the services you will be in need of below:

Electricity 


No

Dumpsters/Trash Toters 

No, I do not need a Dumpster

Showmobile/Stage/Rack Truck 

No

Podium 


No

PA System 

No

School Bus Parking (non SPS) 

No

Bus Parking (non-school) 

No

Custodial Services 

No

Parks Maintenance 

No

Barriers to Close Off Roads 

No

Traffic Engineering Event Staffing

🔒 Select First Employee

—

🔒 Number of Hours Worked (1st):

—

🔒 Date projected to work (1st):

—

🔒 Select Second Employee

🔒 Number of Hours Worked (2nd):

—

🔒 Date projected to work (2nd):

—

🔒 Select Third Employee

🔒 Number of Hours Worked (3rd)

—

🔒 Date projected to work (3rd):

—

Additional Cove Vehicle

🔒 Vehicle Make

🔒 Vehicle Model

🔒 Vehicle Color

🔒 Vehicle Plate & State

Applicant Adherence to Terms and Conditions

Please review the rules below. By checking the box you are agreeing to the rules of all city parks and facilities. Failure to obey these rule result in penalty and potential citations.

1. Make loud or disrupting noises, including amplified music.
2. Serve or consume intoxicating or alcoholic beverages except beer.
3. Use glass bottles or containers of any kind.
4. Light fires except in picnic grills or fireplaces placed by the city.
5. Refrain from using gas or propane grills.
6. Refrain from using moon-walks or inflatables.
7. Park in designated area between May 1st and September 30th without a valid parking sticker. Permits are required at Cove Island, Cummings, West Beach, Southfield, Newman Mills/Riverbank, and Dorothy Heroy Park(s).
8. Refrain from use of generators. *Additional permit required*
9. Refrain from possessing alcohol, including beer, after 9:00pm.
10. Avoid wanton damage or removal of lawns, trees, shrubs, flowers, benches, bleachers, drinking fountains, or any other property or equipment.
11. Discard paper, trash, rubbish, glass, crockery, or metal, only in containers provided by the City for such purposes, and do not discard household debris at any time.
12. Do not have an unleashed animal except in a vehicle.
13. Refrain from peddling or selling goods, merchandise and food without a City License and Office of Operations permit.
14. Refrain from holding mass meetings or public assemblies except with a City Permit.
15. Do not drive a vehicle at speeds over 15 miles per hour or to park such vehicles except in areas designated for such purposes.
16. Refrain from washing or repairing vehicles in the park.
17. Do not play ball or organized games except in areas plainly designated for such activity.
18. Do not bathe or swim in restricted areas.
19. Refrain from posting signs on tress or other park property.
20. Do not disobey posted signs or warnings.
21. Do not drive or chip golf balls in a park.
22. Do not hunt, trap, or pursue wildlife at any time on public park land.
23. Refrain from consuming food or beverages on artificial turf.

I acknowledge that I have read and agree that I will follow the rules and ordinances of the City of Stamford. I understand that failure to do so may result in unfavorable action.*

✓ Sharmin Jahan
May 9, 2024

Additional Services/Fees

🔒 Facilities Supervisor (hours)

—

🔒 Electrician (Hours)

—

🔒 Facilities Head Custodian (Hours)

—

🔒 Custodian (Hours)

—

🔒 Parks Foreman (Hours)

—

🔒 Landscape Specialist (Hours)

—

🔒 Parks Maintenance Worker (Hours)

—

🔒 Parks Maintenance Seasonal (Hours)

—

🔒 Number of Meter Bags:

—

🔒 Location of Meter Bags:

🔒 Will meters be used more than one day?

—

🔒 Meter Numbers





Date for Parks and Recreation Commission Meeting

Your event will be scheduled for a P&RC meeting. The purpose of the meeting is to ensure that all requirements have been met up to this point. You can expect to receive confirmation of your required attendance at the scheduled meeting via email or this permitting portal. This meeting occurs monthly on the 3rd Wednesday of the month. Link to Agendas online:

Date of P&RC Scheduled Meeting

—

Attachments

	Certificate of Insurance COI Pending.pdf Uploaded by Sharmin Jahan on May 10, 2024 at 12:40 PM	REQUIRED
	Please upload a strip map or drawing describing plan/event FY24 Brand Actions_Little Steps_5.10.24.pdf Uploaded by Sharmin Jahan on May 10, 2024 at 1:32 PM	REQUIRED
	501 (c) 3 Tax Exemption Form Tax Determination Letter 10.24.22.pdf Uploaded by Sharmin Jahan on May 10, 2024 at 12:37 PM	REQUIRED
	HealthStar Corp Cert_GL_CityStamford_051324.pdf HealthStar Corp Cert_GL_CityStamford_051324.pdf Uploaded by Winni Paul on May 13, 2024 at 2:12 PM	

History

Date	Activity
5/13/2024, 2:04:02 PM	changed the deadline to May 18, 2024 on approval step Internal Parks and Recreation Approval on Record CP-24-207

Date	Activity
5/13/2024, 2:04:02 PM	approval step Internal Parks and Recreation Approval was assigned to Margarita Arenas on Record CP-24-207
5/13/2024, 2:04:02 PM	Kim Gerbert approved approval step Cashiering and Permitting on Record CP-24-207
5/13/2024, 2:00:06 PM	Kim Gerbert changed Please select an event category from "Other" to "Athletic/Recreation" on Record CP-24-207
5/10/2024, 3:13:28 PM	Monique Fila altered approval step Cashiering and Permitting , changed sequence from "1" to "0" on Record CP-24-207
5/10/2024, 3:13:28 PM	Monique Fila assigned approval step Cashiering and Permitting to Kim Gerbert on Record CP-24-207
5/10/2024, 1:41:05 PM	changed the deadline to May 13, 2024 on approval step Cashiering and Permitting on Record CP-24-207
5/10/2024, 1:41:04 PM	approval step Cashiering and Permitting was assigned to Monique Fila on Record CP-24-207
5/10/2024, 1:41:03 PM	Sharmin Jahan submitted Record CP-24-207
5/9/2024, 4:00:21 PM	Sharmin Jahan started a draft of Record CP-24-207

Timeline

Label	Activated	Completed	Assignee	Due Date	Status
✓ Cashiering and Permitting	5/10/2024, 1:41:04 PM	5/13/2024, 2:04:01 PM	Kim Gerbert	5/12/2024	Completed
✓ Internal Parks and Recreation Approval	5/13/2024, 2:04:02 PM	-	Margarita Arenas	5/17/2024	Active
✓ Parks and Recreation Commission Review and Scheduling	-	-	-	-	Inactive
✓ Parks and Recreation Commission Approval	-	-	-	-	Inactive
✓ Recreation Services	-	-	-	-	Inactive

Label	Activated	Completed	Assignee	Due Date	Status
✓ Traffic Engineering	-	-	-	-	Inactive
✓ Engineering	-	-	-	-	Inactive
✓ Risk Manager	-	-	-	-	Inactive
✓ Parks and Recreation	-	-	-	-	Inactive
✓ Fire Marshal	-	-	-	-	Inactive
✓ Police Department/Extra Duty	-	-	-	-	Inactive
✓ Police Department/Use of Parks	-	-	-	-	Inactive
✓ Director of Operations	-	-	-	-	Inactive
💰 Custom Payment	-	-	Sharmin Jahan	-	Inactive
📄 Permit Issuance	-	-	-	-	Inactive

Stamford Health: Little Steps

May 7, 2024

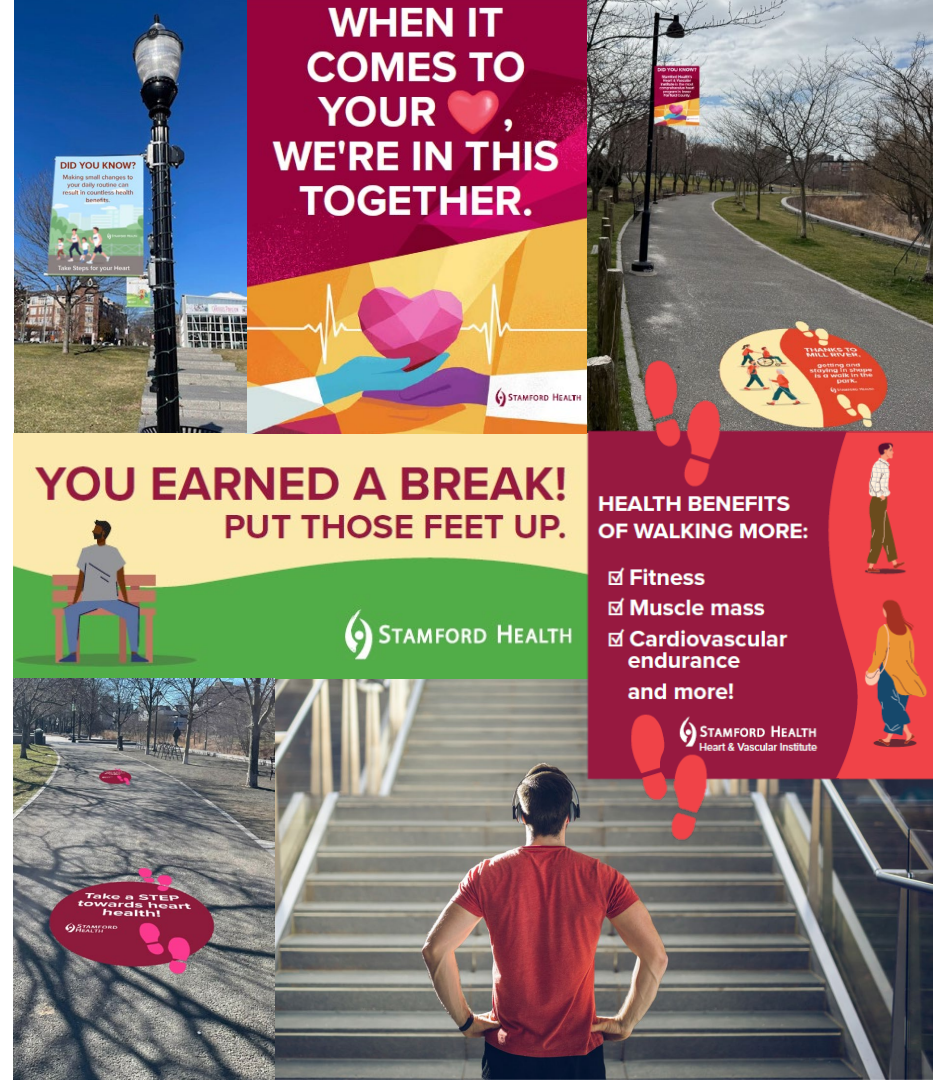
THE OBJECTIVE & APPROACH

What

- Motivate the Stamford community to take small steps and build lifestyle habits into their daily routines for better heart health.

How

- Unique, unexpected guerilla marketing tactics.
- Visually striking & attention-grabbing units.
- Stamford residents & visitors will be challenged to engage (e.g., taking the stairs, walking in the park, etc.) with multiple touchpoints over the course of the campaign.
- Placements will have contextual messaging
- Clear tie to Stamford Health's Heart & Vascular Institution.
- Messaging and creatives will incorporate community inclusivity.
- Encourage walking by including steps and distance achievements.



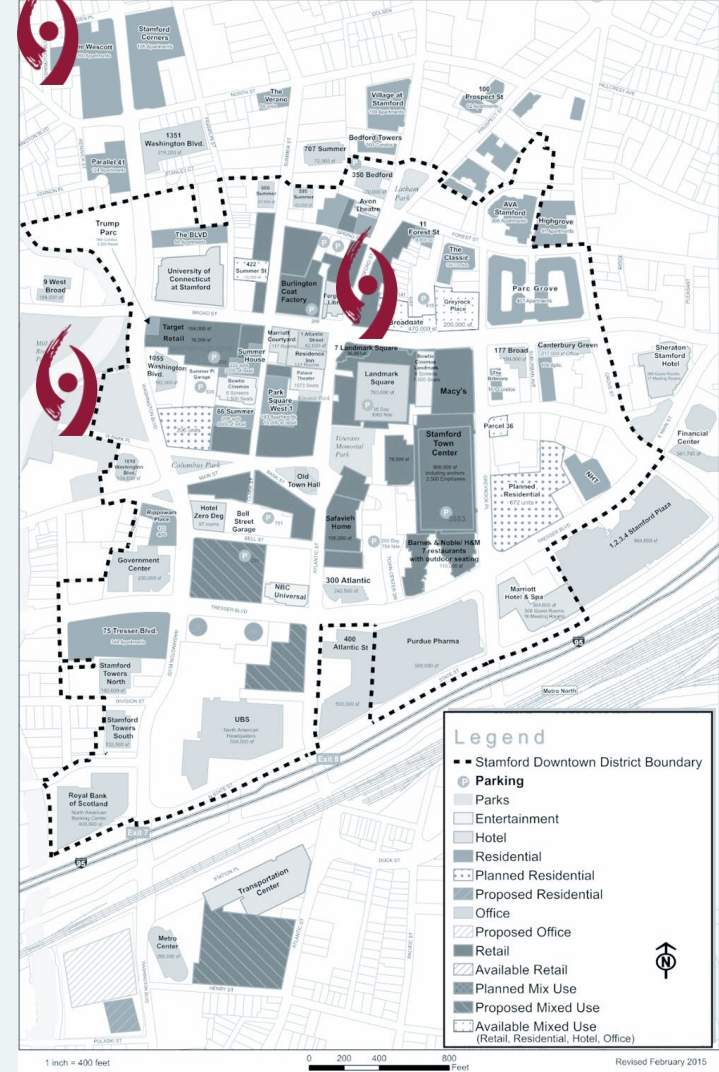
THE OBJECTIVE & APPROACH

Where

- Bedford Street (Ferguson Library to Latham Park)
- Mill River Park
- Scalzi Park

When

- Kick-off proposed June 1
- 3-month (minimum) execution



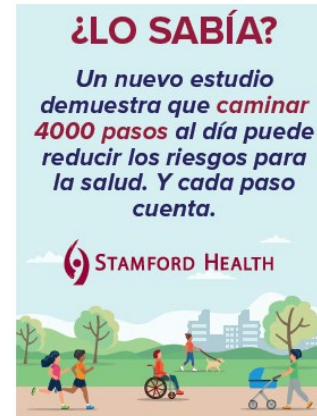
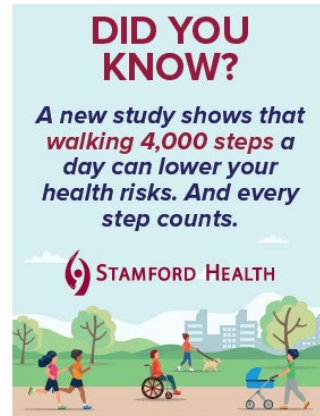
Mill River Park

Mill River Park: Campaign Map

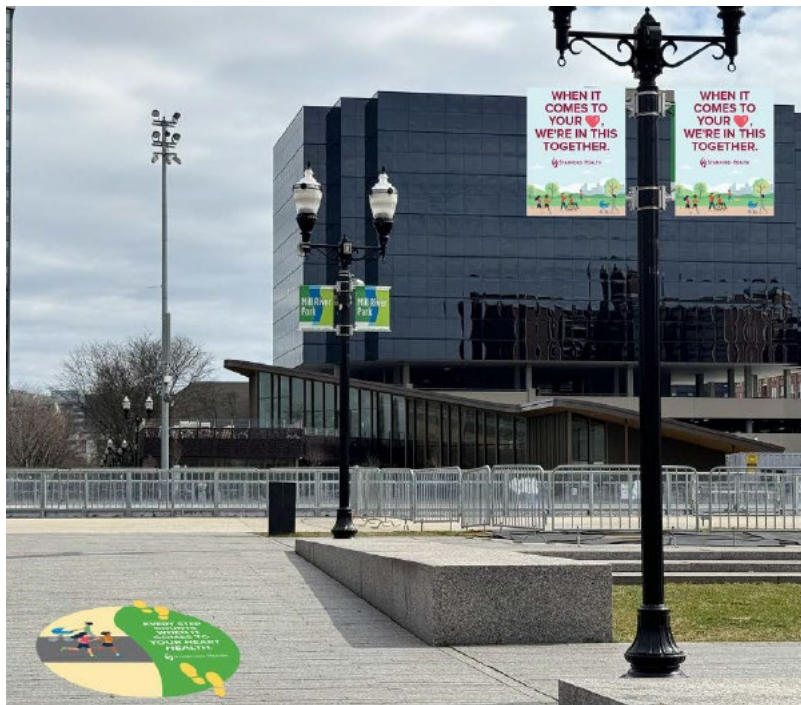


For ideal placements, banners and street decals will be positioned at intervals, ensuring there are 1-2 lamp post gaps between each installation. Aligning each lamppost banner and street decal in parallel will synchronize the message effectively throughout the designated area. This map illustrates the approximate placements for the installations.

Mill River Park: Lamp Post Banners & Street Decals



Mill River Park: Lamp Post Banners & Street Decals



DID YOU KNOW?
Walking more can help to lower blood pressure, cholesterol, manage heart disease, stroke and more.

STAMFORD HEALTH

DID YOU KNOW?
A new study shows that walking 4,000 steps a day can lower your health risks. And every step counts.

STAMFORD HEALTH

WHEN IT COMES TO YOUR ❤️, WE'RE IN THIS TOGETHER.

STAMFORD HEALTH

WHEN IT COMES TO YOUR ❤️, WE'RE IN THIS TOGETHER.

STAMFORD HEALTH

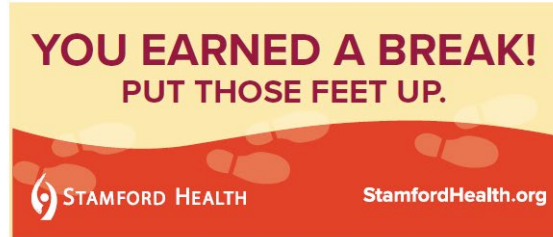
DID YOU KNOW?
Stamford Health's Heart & Vascular Institute is the most comprehensive heart program in lower Fairfield County.

STAMFORD HEALTH

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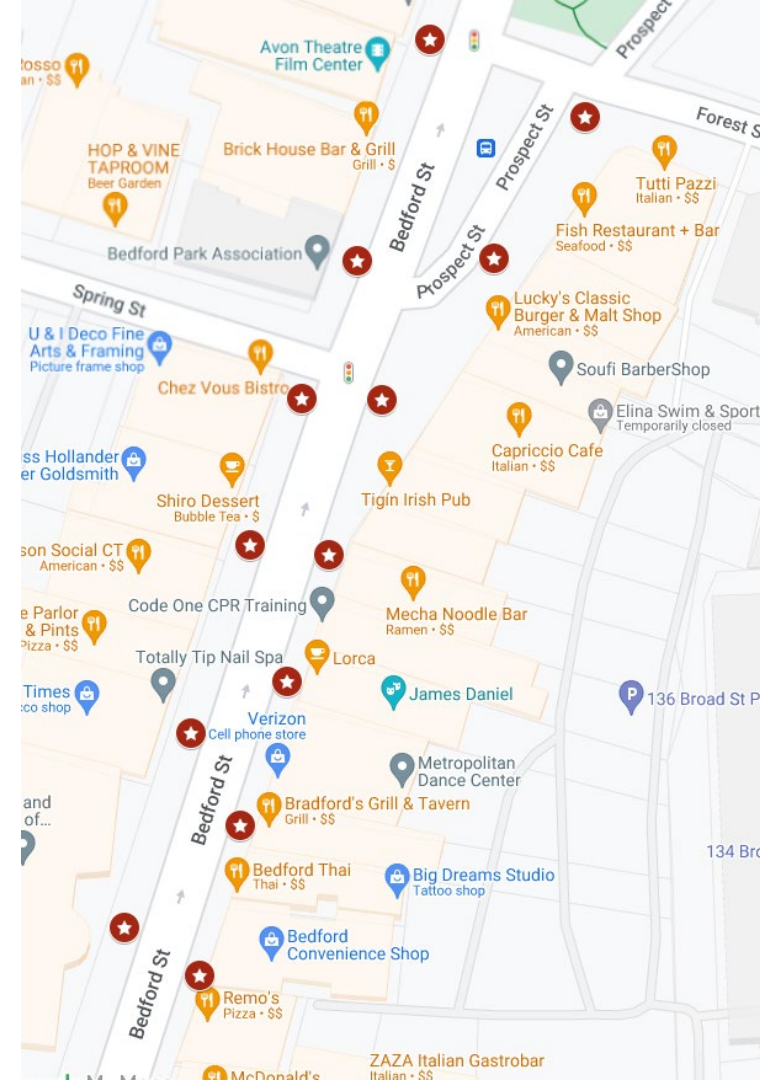
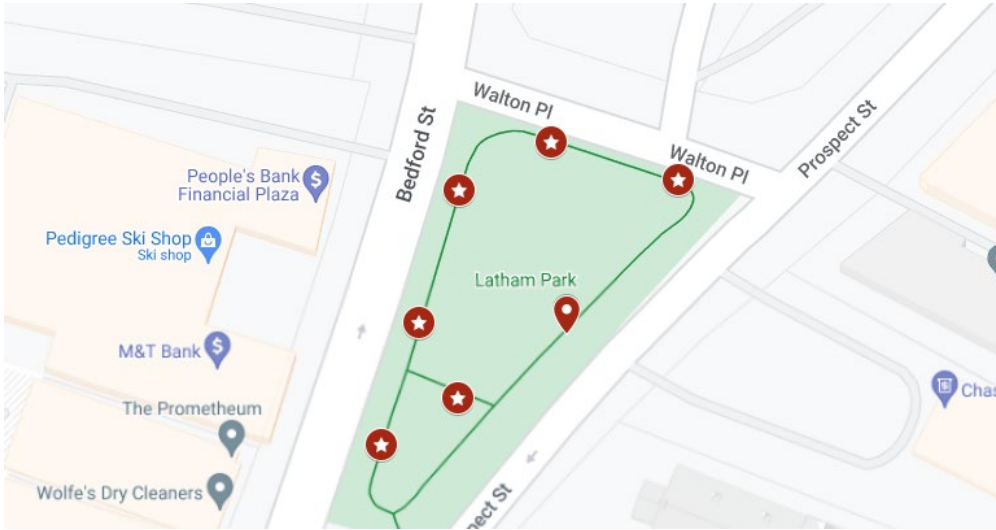
STAMFORD HEALTH

Mill River Park: Ground Decals (Benches)



Bedford Street & Latham Park

Bedford St. & Latham Park: Campaign Map



For ideal placements, banners and street decals will be positioned at intervals, ensuring there are 1-2 lamp post gaps between each installation. Aligning each lamppost banner and street decal in parallel will synchronize the message effectively throughout the designated area. This map illustrates the approximate placements for the installations.

Bedford Street: Lamp Post Banners & Street Decals




HEALTH BENEFITS
OF WALKING MORE:

- ☑ Fitness
- ☑ Muscle mass
- ☑ Cardiovascular endurance and more!



 STAMFORD HEALTH
Heart & Vascular Institute



EVERY STEP
COUNTS –
SO KEEP ON
MOVING!



 STAMFORD HEALTH
Heart & Vascular Institute




CADA PASO
CUENTA:
¡SIGA
MOVIÉNDOSE!





 STAMFORD HEALTH
Heart & Vascular Institute



DID YOU
KNOW?


A NEW STUDY SHOWS
THAT WALKING 4,000
STEPS A DAY CAN
LOWER YOUR HEALTH
RISKS. AND EVERY
STEP COUNTS.




 STAMFORD HEALTH
Heart & Vascular Institute

¿LO SABÍA?

UN NUEVO ESTUDIO
DEMUESTRA QUE
CAMINAR 4000 PASOS
AL DÍA PUEDE REDUCIR
LOS RIESGOS PARA LA
SALUD. Y CADA PASO
CUENTA.

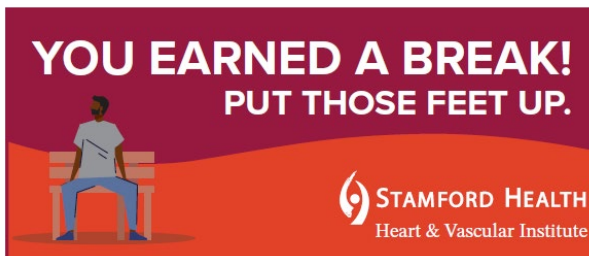
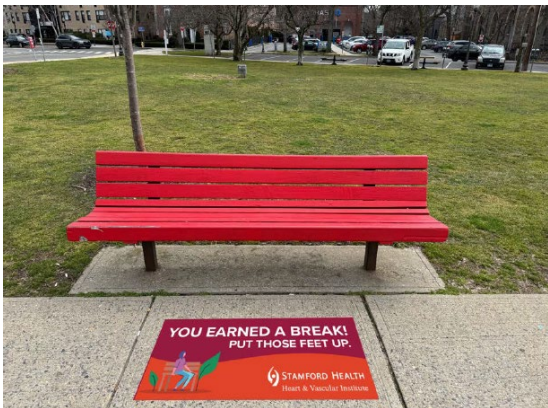


 STAMFORD HEALTH
Heart & Vascular Institute

Bedford Street and Latham Park: Sidewalk Decals



Latham Park: Ground Decals (Benches)



Scalzi Park

Stamford Scalzi Park: Ground Decals & Lamp Post Banners



Summary

Summary

Location	Placement	Approx Quantity	Approx Dimension (inches)
Mill River Park	Ground Decal Round	11	54
	Ground Decal Heart in front of bench	3	54x32
	New Lamp posts Banners - Double sided double banners	14	26x36
	Existing Lamp posts Banners - Double sided double banners	5	18x24
	Existing Lamp posts Banners - Double sided single banners for stairs to carousel	4	24x30
Bedford Street & Latham Park	Ground Decal Square - Bedford	12	54x54
	Ground Decal Square - Latham Park	5	40x40
	Ground Decal Heart in front of bench	2	43x71
	Existing Lamp posts Banners - Double sided single banners	12	18x36
	Existing Lamp posts Banners - Double sided single banners	8	24x48
Scalzi Park	Details TBD		

Maintenance Plan:

- Sidewalk and paths will be cleaned prior to installation
- Placements on all three locations will be examined every two weeks to identify potential replacement needs
- Post campaign duration, all the placements will be removed

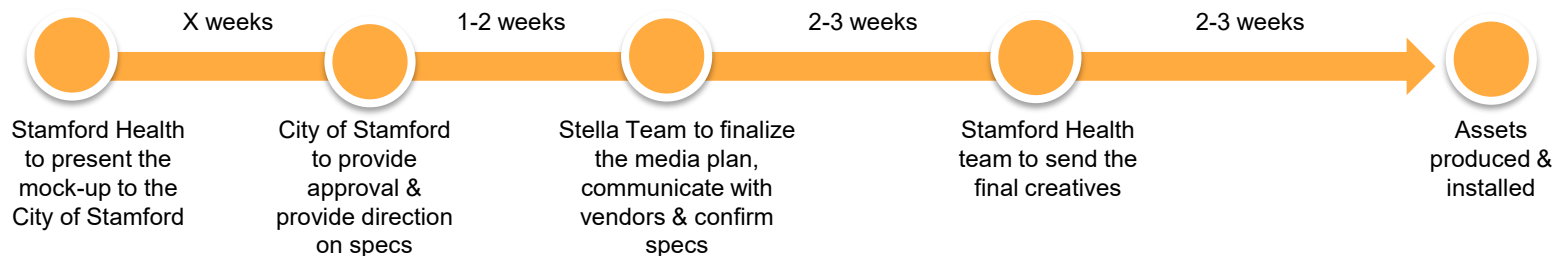
We need to know:

- Can we use existing Lamp Post banners brackets?
- Can we install new hardware in Lamp Post that don't have banner brackets?
- Do you have approval to execute the placements above?

Next Steps

Execution Timeline & Next Steps

Target Go-Live: June (proposed)



Thank You