

# PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event IT'S GLOW TIME - SK

Event Organizer/Sponsor RACE DAY EVENTS, LLC

Is Organizer/Sponsor a 501(c)3 non-profit agency?  Yes  No

If Yes, provide State of Wisconsin Tax Exempt Number N/A

Address 1801 BRINGOLD DR

City/State/Zip VERONA, WI 53593

Primary Contact RYAN GRIESSMEYER FAX N/A

Work Phone 608-316-5755 Phone During Event 608-444-2261

E-mail Ryan@racedayeventsllc.com

Website www.Itsglowtimesk.com

Secondary Contact RYAN RICHARDS Phone During Event 608-209-6958

Work Phone 608-209-6958

E-mail richards@racedayeventsllc.com

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: TBD FOR 2014

Estimated Attendance 4000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours 1800 to 2230  Yes  No

Park Requested OLIN PARK  Yes  No

Shelter Reserved by Event Organizer OLIN PARK  Yes  No

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 5/10/14 Rain Date(s) N/A

Event Start Date(s)/Time(s) 5/10/14 17:00 Set-Up Date(s)/Time for Event 5/10/14 0800

Event End Date(s)/Time(s) 5/10/14 22:30 Take-Down Time 5/10/14 2230 - 5/11/14

Does this require time in the park the day before your event?  Yes  No

## APPLICATION SIGNATURE

The person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved park area. This permit is subject to all Municipal Ordinances as defined by the City of Madison, in addition to all rules and regulations governing the City's Parks Division. The applicant agrees that during the use of the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, creed, national origin or handicap.

The applicant has read the Park Events Application packet. The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Signature [Signature]

Date 12/13/13





## IT'S GLOW TIME 5K – MADISON, WI

**Background:** It's Glow Time 5K – Madison is in its second year. With more than 4,300 registered participants in 2013, the event was a huge success. The inaugural event was held at Willow Island at the Alliant Energy Center. The event drew all ages and types of people with females making up close to 80% of the field. The Median age was 33 years old.

### Demographics

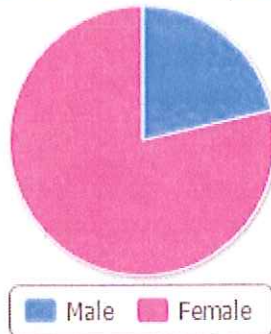
#### Participant gender

 920 (21.46%)  
 3368 (78.54%)

Average age 33  
Median age 33  
Oldest 113  
Youngest 1

[More...](#)

Male & Female Participants



The event starts with a DJ and block party style entertainment with local beer and food provided as part of the event and for sale. The 5K run/walk starts 2 hours after the block party begins with participants running and walking a course filled with lights and music. Upon returning from the course, participants enjoy more music, food and beverages.

Last year's event had local sponsors and partners including The Bayou, Capital Brewery, and Fleet Feet Sports. The event benefitted Breast Cancer Recovery and provided much needed money for their Retreat Efforts.

Race Day Events also received many compliments and thanks from establishments including the Coliseum Bar, Dennys, and others for packing their establishments after the event had completed.

Race Day Events worked with local hotels to offer those coming in from out of town discounted room rates and did very well filling rooms.



### The 2014 Event:

The 2014 event will be May 10<sup>th</sup>, 2014. We are requesting use of Olin Park. Registration is open with more than 500 people already registered. We have met with local partners and are gearing up for a big push in 2014.

### Olin Park and John Nolen Drive Event Overview:

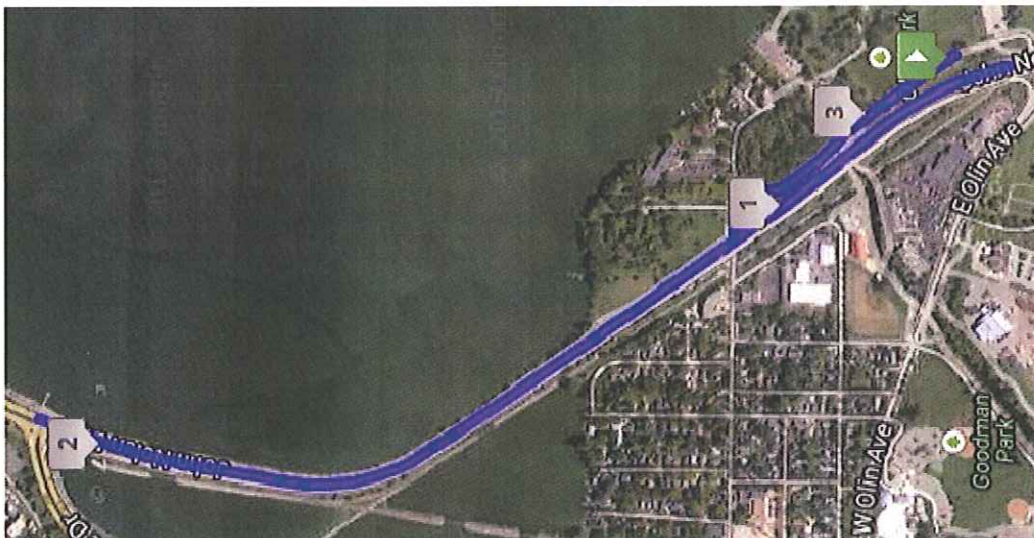
The Block Party site will use the soccer fields and/or the south parking lot of Olin Park. The soccer fields will not be used in wet or rainy conditions. A stage will be placed facing the lake to make sure that sound is the least disturbing as possible. Beer and food will be sold by local vendors.

The start/finish will be on Olin Turville Ct. Participants will start heading north toward Lakeside and turn left on Lakeside. Then turning left into the northbound lanes of John Nolen Dr. participants would head south toward the railroad tracks.

Participants would turn around at the railroad tracks and head north on John Nolen to N Shore Dr and turn around returning on Lakeside to the start/finish area.

On course music will consist of a small sound system, DJ, Dance Lights and fun. **No alcohol is allowed on the course.**

The Northbound lanes of John Nolen Dr. will need to be closed from Olin Ave to N. Shore Dr from 7:15pm to 9:00pm. Participants will use all lanes of the Northbound John Nolen Dr. A detour would be set up to use Olin Ave to Park St, to West Washington Ave, to Proudfit St to N Shore Dr. See map here:



**Event Schedule:**

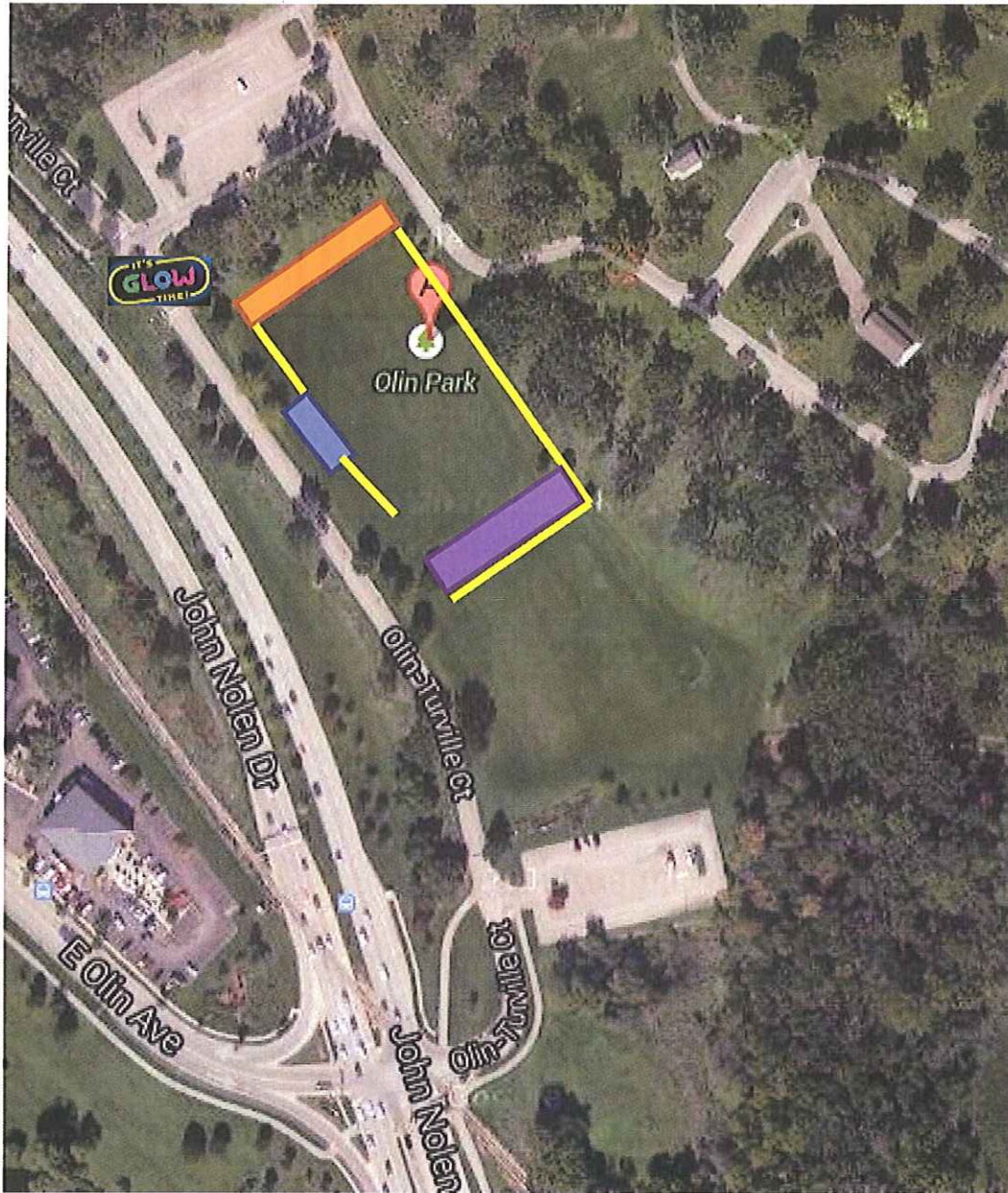
08:00	Set-up Begins in Olin Park
12:00	Stage and Sound Arrive
14:00	Vendors Arrive
17:00	Registration and Packet Pick-up begins
18:00	DJ Begins at Olin Park
20:15	5K Run/Walk Begins
22:00	Last Call
22:30	Hard Closure
23:00	Tear down and clean-up (Will continue on Sunday 05/11/14)

**Parking:**


We will utilize the Alliant Energy Center Parking lots at a rate of \$6/car. Parking will be left open in the lot at the North end of Olin park for ADA and boat traffic.

**A bicycle parking area will be provided with dedicated staff to watch bikes.**

Site Map:



 = Stage

 = Fencing

 = Start/Finish

 = Portapotties

 = Vendors

### **Safety and Security Plan:**

- Fire and EMS Personnel will be hired to provide emergency services should they be needed.
- Police will be hired for traffic concerns
- Off Duty Police will be hired for the beer garden and block party area
- The beer garden/block party will be secured with hard fencing and patrolled by licensed security
- The beer garden/block party area will be staffed by licensed bartenders and security checking ID's for proper age.
- Race staff and volunteers will be patrolling the area to maintain order, safety, clean-up trash and keep an eye on the crowds.
- All race staff, volunteers, police, fire and ems will be able to communicate using race provided radios on a repeater system.
- Weather, lost child, and catastrophe protocols will be maintained.

### **Clean-up and Recycling Plan:**

- A dumpster will be placed in the park for garbage and recycling
- Staff and volunteers will be emptying garbage cans and sweeping the area throughout the event to minimize garbage and debris.
- A post-event clean-up crew will do a full clean-up of the park leaving it in better condition than when we arrived.