

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: ROCKIN' CHOCOLATE MARATHON

Event Organizer/Sponsor: Starting Line Events, 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: 5118 Wintergreen Dr

City/State/Zip: Madison, WI 53704

Primary Contact: Jerry R Kempfer

Work Phone: 608-243-9593

Email: jerry@startinglineevents.com

Phone During Event: 608-241-7093

Website: www.startinglineevents.com

FAX: _____

Secondary Contact: Robin L Kempfer

Work Phone: 608-243-9593

Email: robin@startinglineevents.com

Phone During Event: 608-217-5941

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: NOT DETERMINED YET

Estimated Attendance: 1500

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☐ Yes ☒ No

Hours: _____ to _____

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: ON ALL ROADS THAT BORDER LAKE MONONA

EVENT DATE(S)/SCHEDULE

Date(s) of Event: JULY 22, ~~2017~~ September 2, 2017

Event Start and End Times: 7:30 am – 2:30 pm

Rain Date (if any): N/A

Set-Up Start Time: 1:00 am

Take-Down Start Time and End Times: 11:30 am – 2:30 pm

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

____ 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 _____

10.7.18

EVENT SCHEDULE

THURSDAY, AUGUST 31, 2017

01:00 pm - Set up NO PARKING signs along the course

FRIDAY, SEPTEMBER 1, 2017

10:00 am - Set up directional signs & mile markers along the course

12:00 pm - Set up FINISH LINE FESTIVAL area

01:00 pm - Set up Start and Finish Line area

SATURDAY, SEPTEMBER 2, 2017

03:00 am - Set up cones, traffic signs, barricades & aid stations along courses

06:00 am - Begin walk-up registration near Start Line

07:00 am - Race Announcer will begin making announcements

07:25 am - National Anthem

07:30 am - Full Marathon begins

07:30 am - Half Marathon begins

07:30 am - Relay Marathon begins

04:00 pm - Finish Line Festival opens

11:30 am - Start removing cones, barricades, mile markers and aid stations

02:30 pm - Last participants should be finished

03:00 pm - All trash, signage, water stations and cones are removed from the course

04:00 pm - Finish Line Festival closes

SUNDAY, SEPTEMBER 3, 2017

08:00 am - Tear down & clean up FINISH LINE FESTIVAL area

Start & Finish Line	Winnequah Park - Monona, WI
Race Course Begins	7:30 am
Race Course Ends	2:30 pm
Course Set-Up	1:00 am
Course Closed	2:30 pm
Courses	Marathon, Half Marathon & Relay Marathon
Run Event Produced By	Starting Line Events, LLC
Main Event Organizer	Starting Line Events, LLC
Permits & Insurance	Starting Line Events, LLC
Race Director	Jerry Kempfer 608-241-7093
Event Coordinator	Robin Kempfer 608-243-9593
Course Management	Starting Line Events, LLC
Charity	Reach-A-Child

COURSE OPENINGS, CLOSINGS & TRAFFIC CONTROL

FRIDAY, SEPTEMBER 1, 2017

3:00pm - Set-up Start/Finish Line area at Winnequah Park Monona, WI

SATURDAY, SEPTEMBER 2, 2017

1:00am - Put cones, mile markers and Aid Stations along courses

5:00am - Set-Up Registration and Packet Pick-Up Tents

6:00am - Walk-Up Registration and Packet Pick-Up begin

6:45am - Race Announcer begins announcements

7:15am - Walk-Up Registration closes

7:15am - Race Course Sentries (Course Marshals) arrive at assigned posts along the race courses

7:25am - National Anthem

City Of Madison Traffic Control arrives at the following Locations

Officer 1 - 7:30-12:00 - Capital City Trail & Rimrock Road (in front of the Sheraton Hotel)

Officer 2 - 7:45-12:45 - Capital City Trail & John Nolen Drive (in front of Machinery Row Bicycle)

Officer 3 - 8:00-2:00 - Atwood Ave & Walter St at Olbrich Beach entrance

City Of Monona Traffic Control (JBM Patrol) arrives at the following Locations

Officer 1 - 7:15-10:15 - Winnequah Rd & Nichols Rd

Officer 2 - 8:15-2:30 - Winnequah Rd & Progressive Ln

7:30am - Traffic Control starts

7:30am - Full Marathon Begins

7:30am - Half Marathon Begins

7:30am - Relay Marathon Begins

11:30am - Begin picking up cones and opening roads along Marathon course

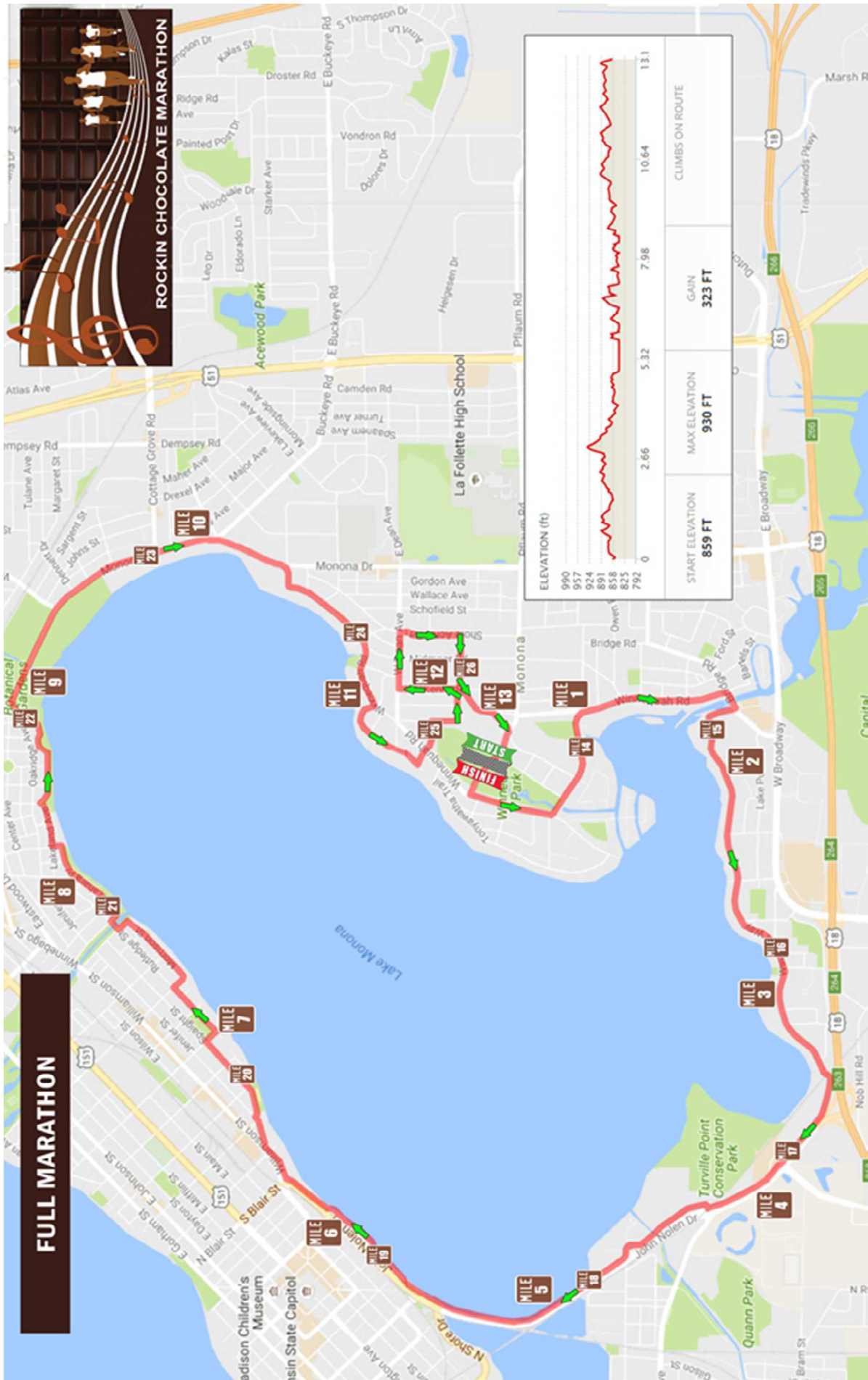
2:30pm - All roads are opened

10:00am - Awards Announcements

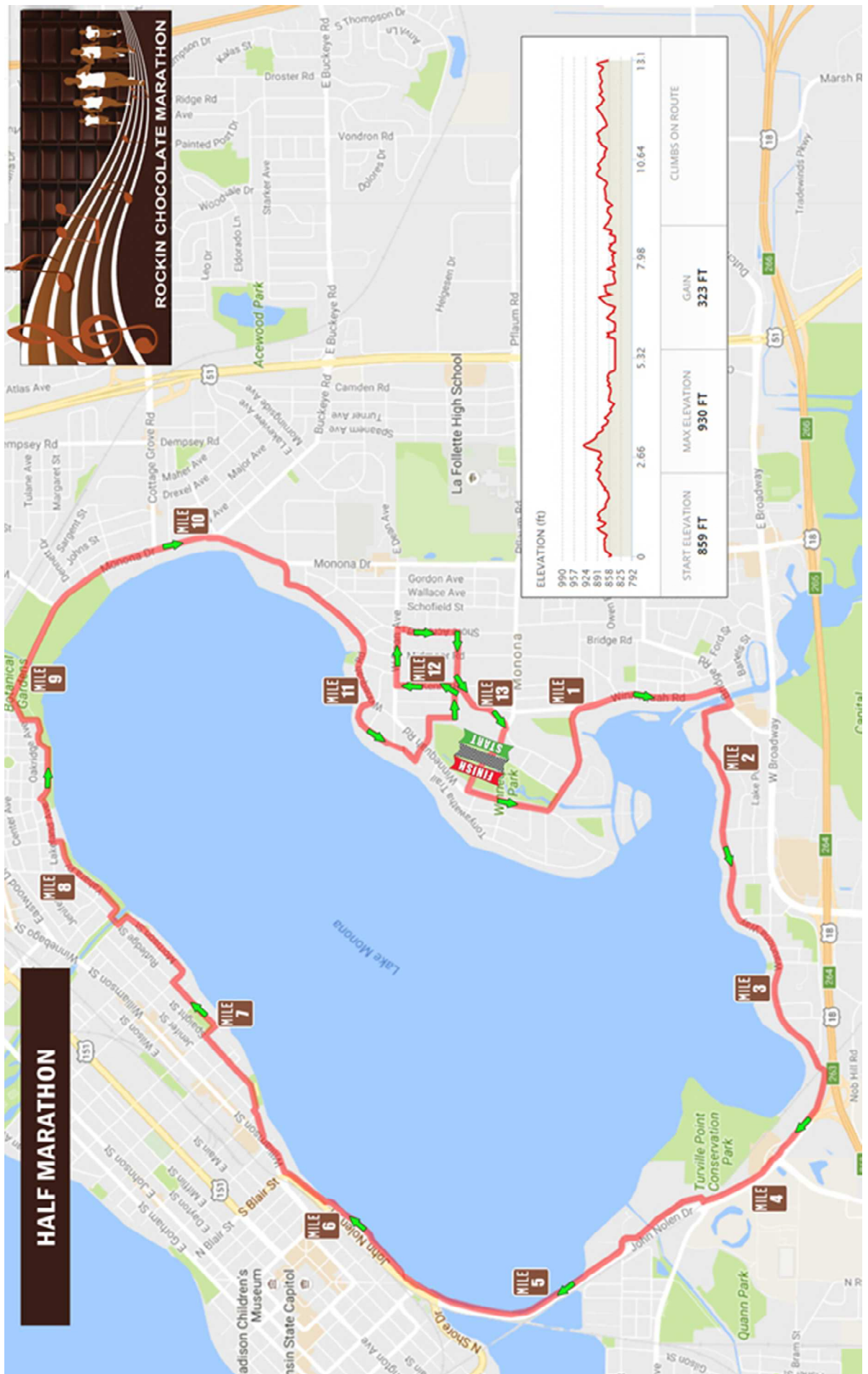
2:30pm - All Aid Stations, No Parking Signs and Start/Finish Line are removed and trash picked up

*All Madison Metro Bus Stops will remain open and accessible during the event

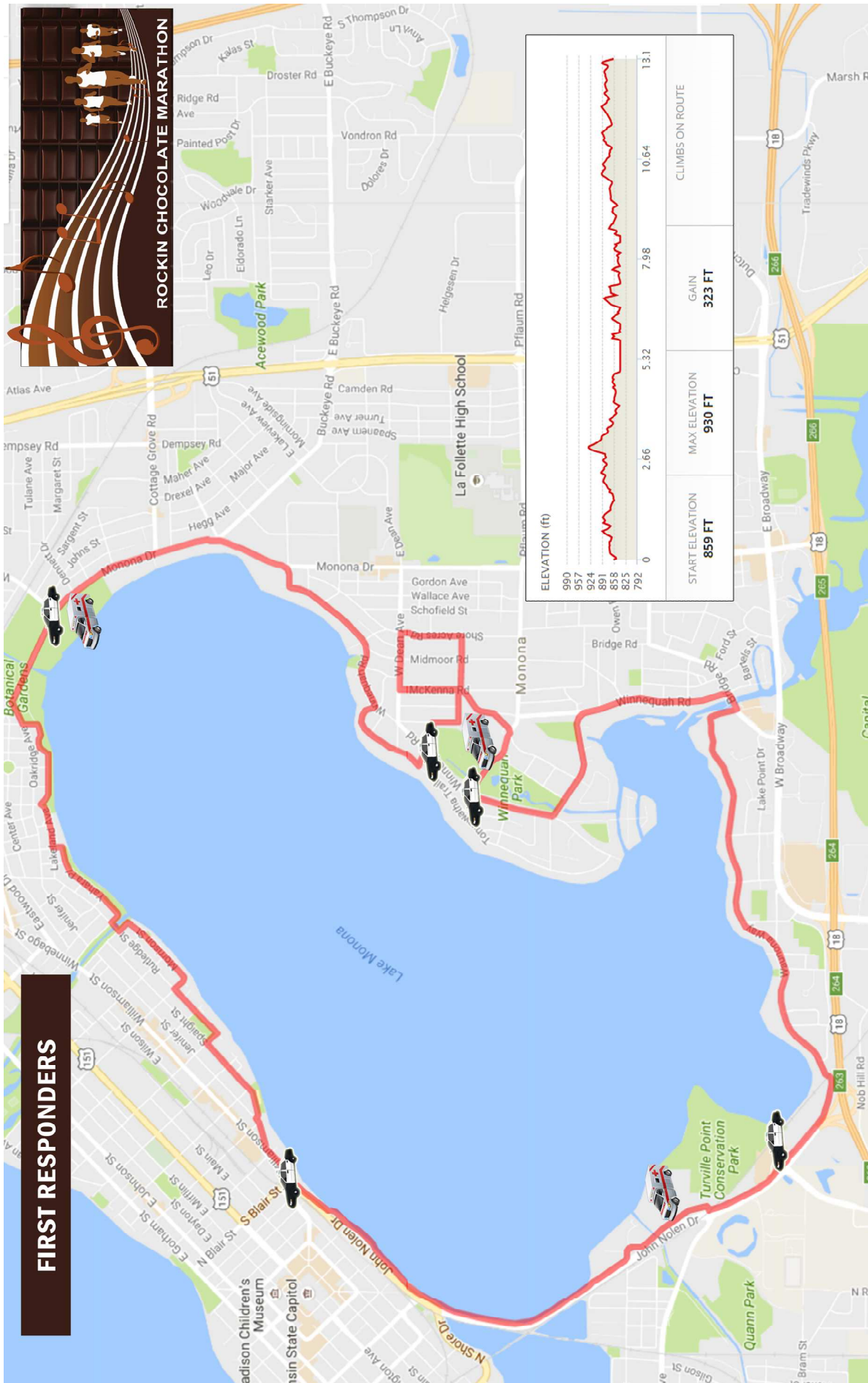
FULL MARATHON COURSE MAP



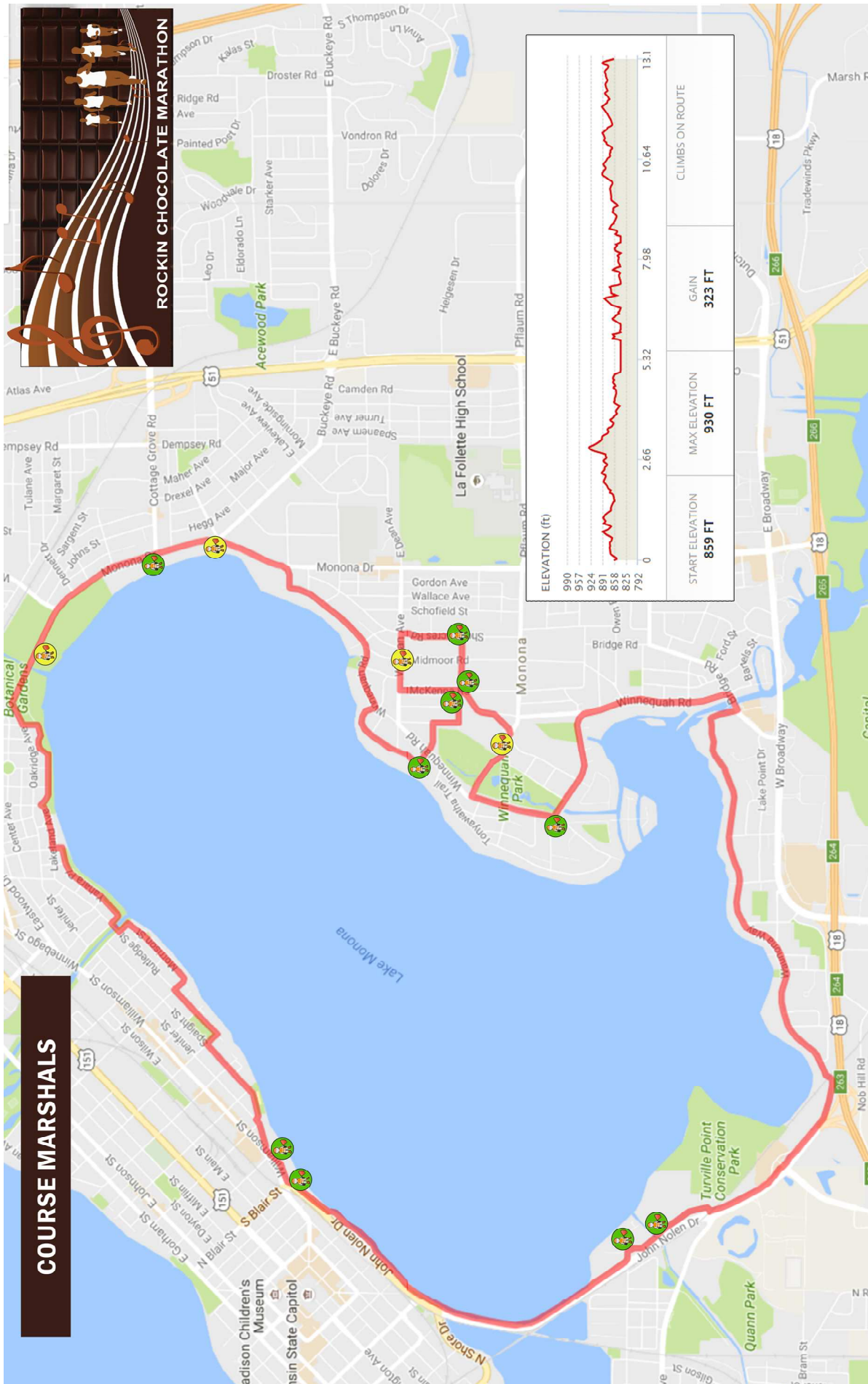
HALF MARATHON COURSE MAP



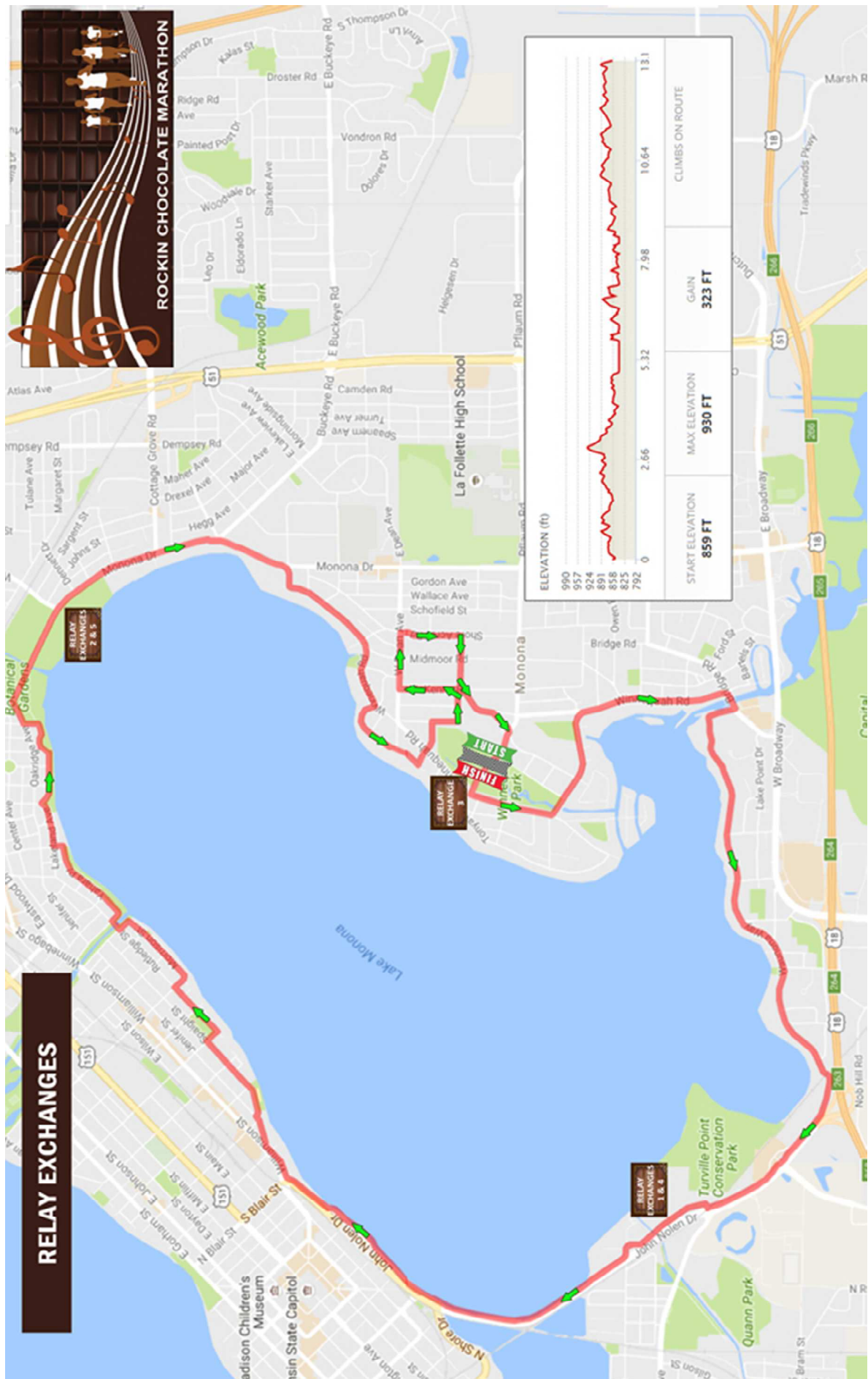
FIRST RESPONDER LOCATIONS



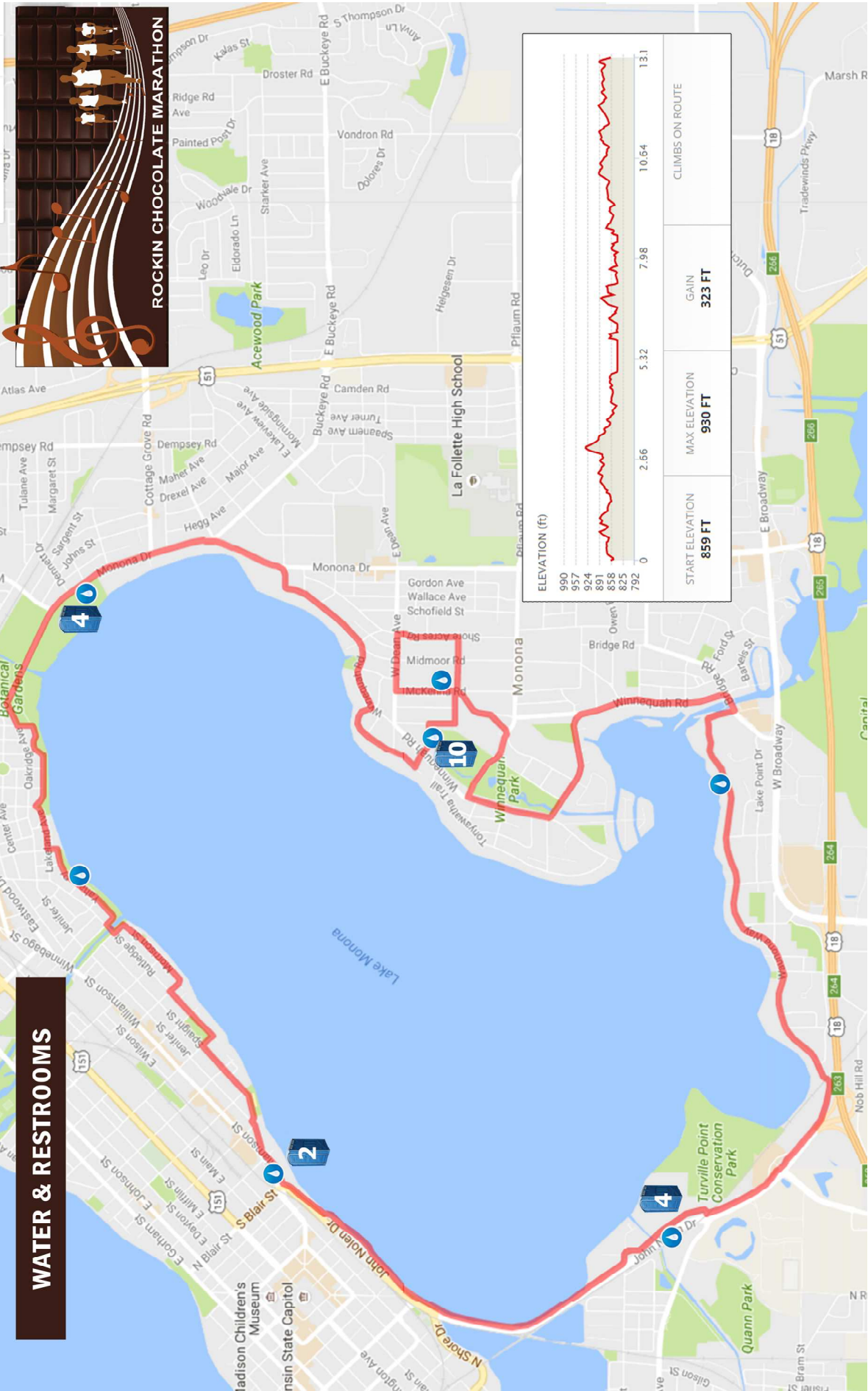
COURSE MARSHAL LOCATIONS



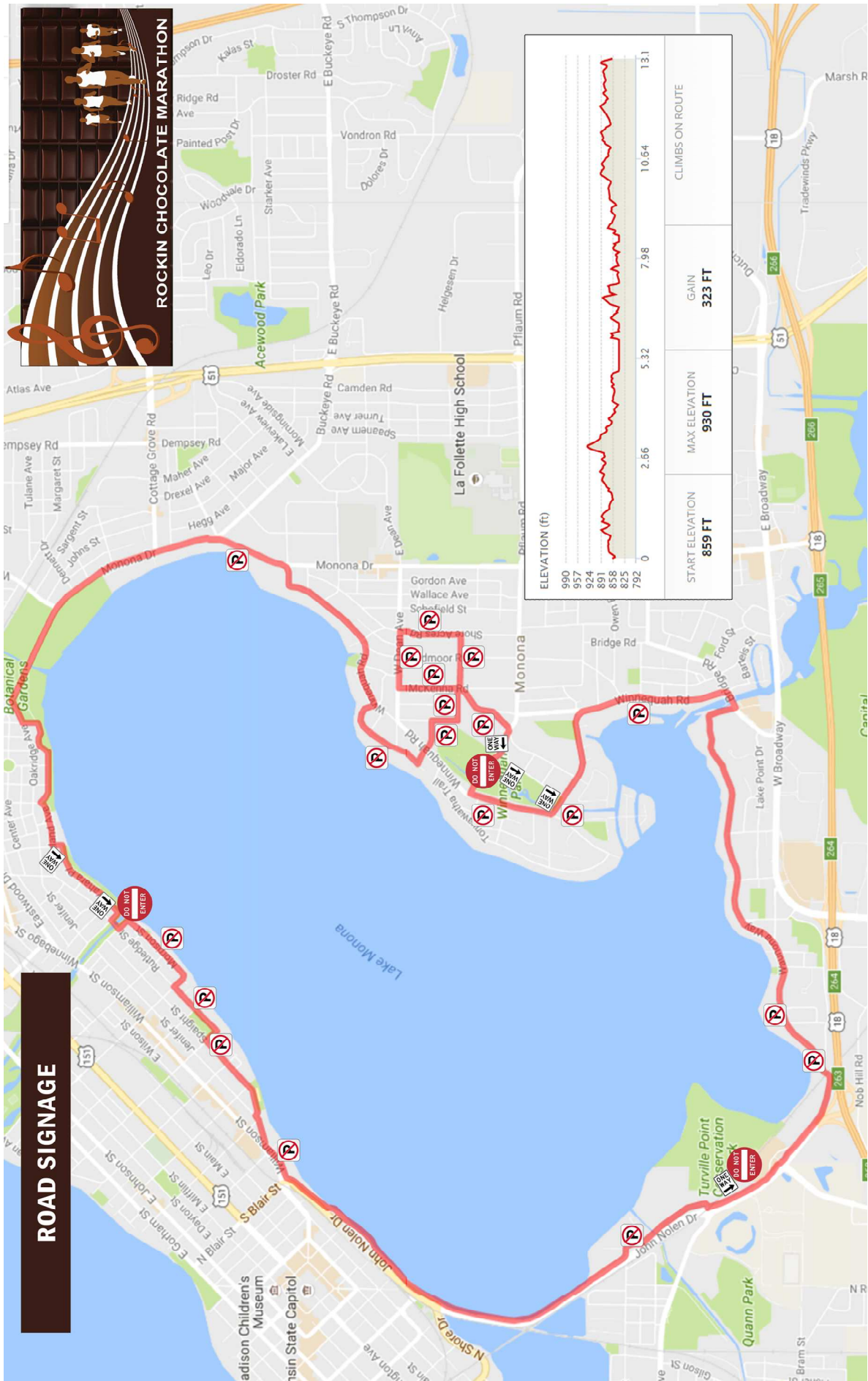
RELAY EXCHANGE LOCATIONS



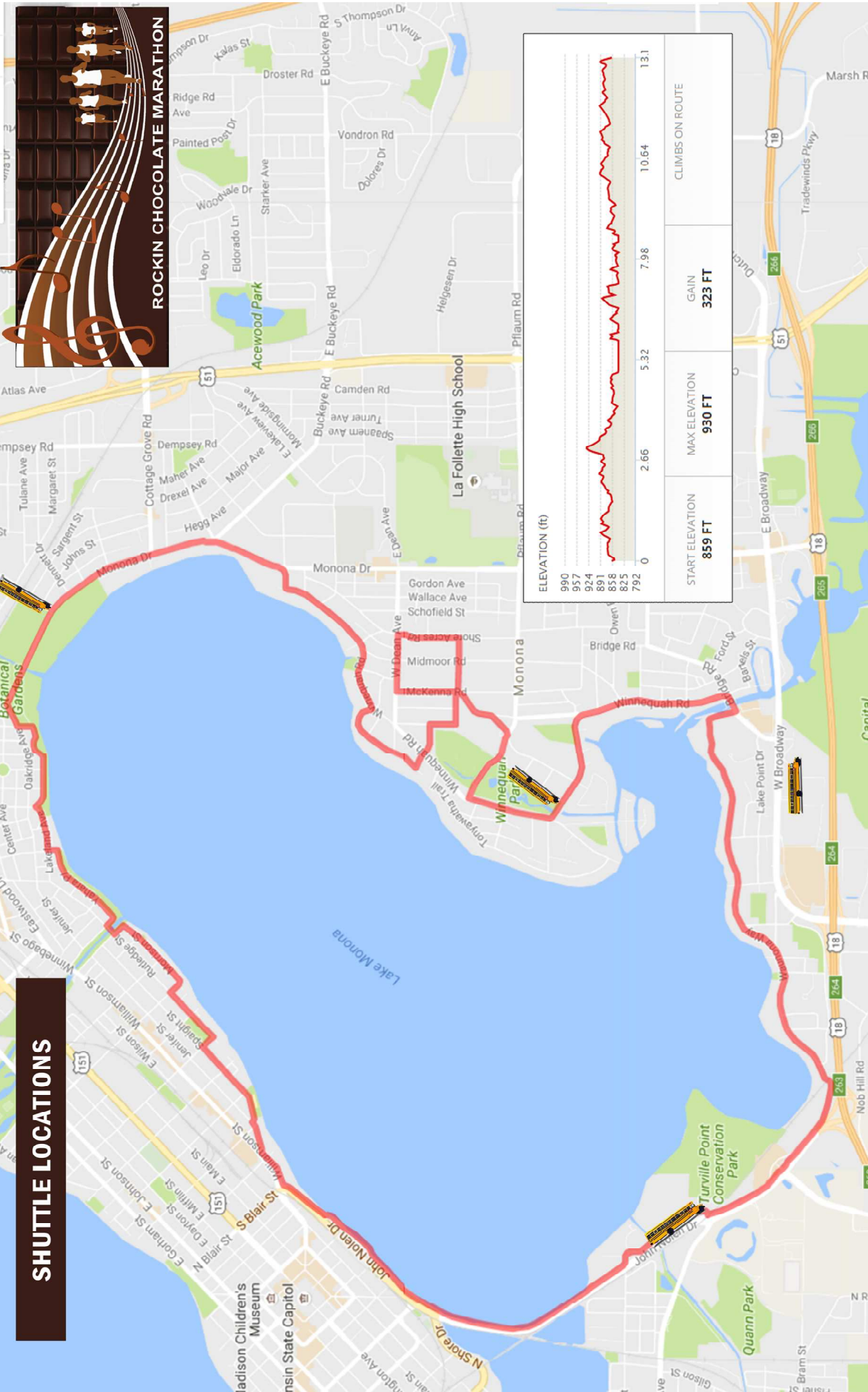
AID STATION & PORTA-POTTY LOCATIONS



SIGNAGE LOCATIONS



SHUTTLE DROP-OFF & PICK-UP LOCATIONS



MUSIC LOCATIONS

ROCKIN' CHOCOLATE MARATHON

START ELEVATION	MAX ELEVATION	GAIN	CLIMBS ON ROUTE
859 FT	930 FT	323 FT	13.1

ELEVATION (ft)

990
957
924
891
858
825
792

0 2.66 5.32 7.98 10.64 13.1

MUSIC LOCATIONS

SUMMARY OF EMERGENCY COVERAGE

BIKE PATROLS

We will have ten bicycle teams dedicated to covering the courses. These units will be equipped with 2-way radios and will be roaming and responding as needed. We will also have one medical bike team patrolling the course.

AID STATIONS

Each of the on-course Aid Stations will be supplied with water and/or sports drinks. Personnel will also be equipped with First Aid Kits and a 2-way radio to contact the Race Director for further assistance if needed.

AID STATION LOCATIONS

- Every Mile Mark along the course
- Ambulance and EMT's located at miles 5, 10, 13.1, 18.1, 23.1 and 26.2
- Bike Patrols will monitor the entire course

RACE COURSE MEDICAL PLAN

The start/finish line medical area will be equipped with water, sports drink, food and standard portable medical kits for sprains, cuts etc. A Ryan Bros. Ambulance will be stationed near the finish line for any potential transports. 911 will be used for any life-threatening emergencies. Additional ambulances will be stationed at Olin Park and Olbrich Park. Every other, water station will also include a Registered Nurse. Water Stations will be located at every even mile marker and will have two-way radios for each Station Captain.

EMERGENCY PROCEDURES

We will have an updated Emergency Procedure document that will be distributed to all necessary personnel. The document will have a list of names and numbers to contact for different types of emergencies (weather, fire, injury, etc.). The Race Director, Fire, Police, Aid Station Personnel, Bicycle Safety Teams and Various Volunteers will have access to this document.

WEATHER EMERGENCIES

We use a colored-flag warning system for all course dangers, including weather. There will be a flag system at each Aid Station along the course and at the Start/Finish Line. The Race Director will contact the Aid Station Personnel if the color changes. The following describes each flag color.

Green Flag - Good Conditions. Everything Is Normal.

Yellow Flag - Caution. Increased Risk of Heat Related Problems. Runners Should Hydrate Accordingly.

Red Flag - Extreme Heat Risk. Clock Has Stopped. Hydrate and Walk To The Finish Line.

Black Flag - Extreme Emergency. The Race Is Canceled. Seek Shelter Immediately!