

PARK EVENT PERMIT APPLICATION

EVENT INFORMATION

Name of Event: WISCONSIN MILKMAN TRIATHLON
Park Requested: OLIN PARK Date Requested: 6/19 - 6/20 Estimated Attendance: 1200
6/12 OR 6/19

EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: RACE DAY EVENTS, LLC
Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

MANDATORY: State Sales Tax Exemption Number: ES#: N/A

OPTIONAL: Federal Tax Exempt Number: N/A

Primary Contact: RYAN GRIESSMEYER Work Phone: 608-316-5755

Address: 5976 EXECUTIVE DR STE B Phone During Event: 608-444-2261

Email: ryan@racedayeventsllc.com FAX: 608-276-9780

Organization or Event Website: www.racedayeventsllc.com

EVENT SCHEDULE

Date(s) of Event: JUNE 11-12 / JUNE 18-19 Event Start and End Times: 7:00AM - 4:30PM

Rain Date (if any): N/A Set-Up Start Time: SAT - 8:00AM

Take-Down Start Time and End Times: SUN - 8:00PM

Does this require time in the park the day before your event?
If Yes, provide details of times and area requested: SET UP ALL DAY SATURDAY Yes No

Are you requesting use of the park shelter? Yes No

PERMITS

Will you have amplified sound at this event?
(If Yes, please fill out an Amplification Permit Application.) Yes No

Will you sell anything in the park?
(If Yes, please fill out a Park Event Vending Permit Application.) Yes No

Will you serve any food or beverage?
If Yes, what: _____ Yes No

Will you sell beer/wine?
(If Yes, please fill out a Beer/Wine Sales Permit Application.) Yes No

Will you put up any temporary structures, such as tents, stages, inflatables, dunk tanks?
(If Yes, please fill out a Park Event Temporary Structure Permit Application.
Note that permits are not required for 10' x 10' pop-up tents.) Yes No

APPLICATION SIGNATURE

The applicant for a Park Event Permit shall agree 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.

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.

Applicant Signature [Signature]

Date 9/23/15

RACE DAY EVENTS, LLC.



◆ 5976 Executive Dr. Ste. B ◆ Fitchburg, Wisconsin 53719 ◆ 608-316-5755 ◆ www.racedayeventsllc.com ◆

September 22, 2015

Dear Mr. Knepp,

Race Day Events, LLC is excited for the opportunity to bring a long distance triathlon to the Madison area. Following in the footsteps of the famous Ironman, this event is designed to be an accompanying event that will not only provide additional training opportunities but will vault Madison toward the top of the list for consideration to host the Ironman 70.3 Championship event in future years.

Race Day Events has been working towards this event for the last seven years and feel now is the time to take it to the next level and finally bring the event to reality. We are aware others, including past Race Day Events employees, are working towards a similar goal and feel that with the backing of Ironman and the Madison Area Sports Commission we are well positioned to bring this event to fruition.

Working closely with Ironman, Race Day Events has decided to produce this event in 2016 with hopes that Ironman can piggy back on the event in 2017 and beyond. The Madison Area Sports Commission has submitted an attractive proposal to bring the Ironman 70.3 event to Madison allowing the event to be even more successful.

A triathlon of this scale needs to be flawlessly executed in the first year to insure success for years to come. This proposal will show that Race Day Events has done the homework, designed courses that are safe and that have very minimal impact of traffic, and properly investigated the impact the event will have on the city and Olin Park.

The event is sure to be a success and grow into another event Madison can be proud of. This event will bring millions of dollars to Madison by way of athletes training in the area, increased hotel revenues, increased local business revenues and additional revenue seen by coaches and training teams. A win-win for all involved.

Please review the attached proposal and let me know if you have any questions or concerns. I would like to schedule a follow up meeting to discuss this proposal prior to the Parks Board meeting to ensure that all questions are answered and any required or requested changes may be made prior to presenting it to the full Parks Commission.

Thank you again for your support and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Ryan Griessmeyer".

Ryan Griessmeyer
Race Day Events, LLC



September 30, 2015

Attn: Eric Knepp
City of Madison Parks Division
PO Box 2987
Madison, WI 53701

Dear Mr. Knepp,

World Triathlon Corporation and Ironman would like to make its support for Race Day Events known. We fully support Race Day Events producing the Milkman Triathlon in 2016 as we have interest in bringing an Ironman 70.3 event to Madison in the future.

We appreciate your consideration and support of this event and look forward to future discussions.

Sincerely,

A handwritten signature in black ink, appearing to read "Philip LaHaye". The signature is written in a cursive style with a large, looping initial "P".

Philip LaHaye
Vice President
North American Operations
813-868-5910
Philip.lahaye@ironman.com

Overview:

Race Day Events would like to produce a long distance triathlon at Olin Park on Sunday June 12th, 2016 on Sunday June 19th, 2016. The event would consist of a 1.2 Mile Swim, 56 Mile Bike, and 13.1 Mile Run. Set-up would occur on Saturday June 11th, 2016 or Saturday June 18th, 2016 respectively. Tear down would occur immediately following the event.

The event would be limited at 1200 participants the first year to ensure safety and success. Race Day Events plans to take all efforts possible to ensure minimal street and neighborhood impact. Detailed descriptions of these efforts can be seen below.

This event will follow the Race Day Events charitable giving model and is sure to direct thousands of dollars to local charities and groups supporting the event.

Event Schedule:

Saturday 6/11/2016 or 6/18/2016

| | |
|-------------------|-----------------------------------|
| -8:00AM | Set Up in Olin Park Begins |
| -3:00PM | Bike Drop off and Check-In Begins |
| -7:00PM | Bike Drop off and Check-In Ends |
| -7:00PM to 5:00AM | Transition Security In Place |

Sunday 6/12/2016 or 6/19/2016

| | |
|----------|---|
| -5:00AM | Transition opens |
| -7:00AM | First swimmer starts |
| -7:20AM | Estimated first bike on course |
| 9:00AM | SWIM CUT OFF – ALL SWIMMERS OUT OF WATER |
| -9:30AM | Estimated first runner on course |
| -11:00AM | Estimated first finisher |
| -1:30PM | BIKE CUT OFF – ALL BIKES OFF COURSE |
| -4:30PM | RUN CUT OFF – COURSE CLOSURE |
| -8:00PM | Event torn down and courses and park fully cleaned. |

Swim:

The 1.2 mile swim is rectangular shaped to maximize safety and remain clear of boats and the boat launch. The swim will start at 7:00am from the Olin Park Beach with participants staging to the south in the grass area. The exit to the swim will use the south most boat ramp leaving ample room for boats to be launched throughout the event. NO BOAT LAUNCH CLOSURE IS NEEDED. A hard closure of the swim area will occur at 9:00am.

The event will include many safety measures including the following:

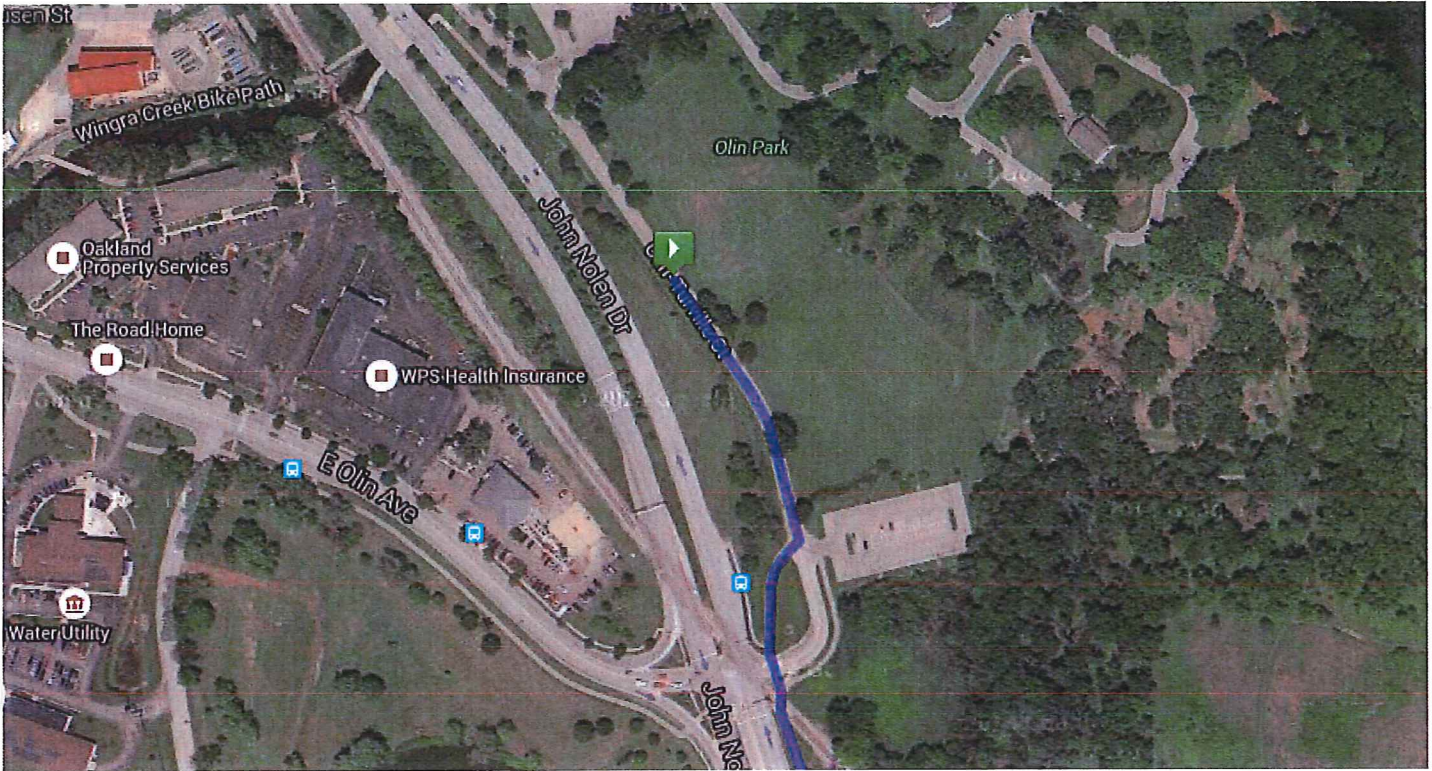
- Participants will be given brightly colored swim caps than MUST be worn
- The course will be well marked with buoys every 100 meters
- A open water safety team consisting of kayaks, paddle boards, rescue swimmers and power boats will be used to keep swimmers safe
- Small floating pads will be used should swimmers need to find safety and rest
- The City of Madison Fire Department and Dane County Sherriff boats will be hired to patrol the swim area
- Lifeguards will be positioned throughout the course at an equivalent to 1 lifeguard per 50 swimmers in the water.



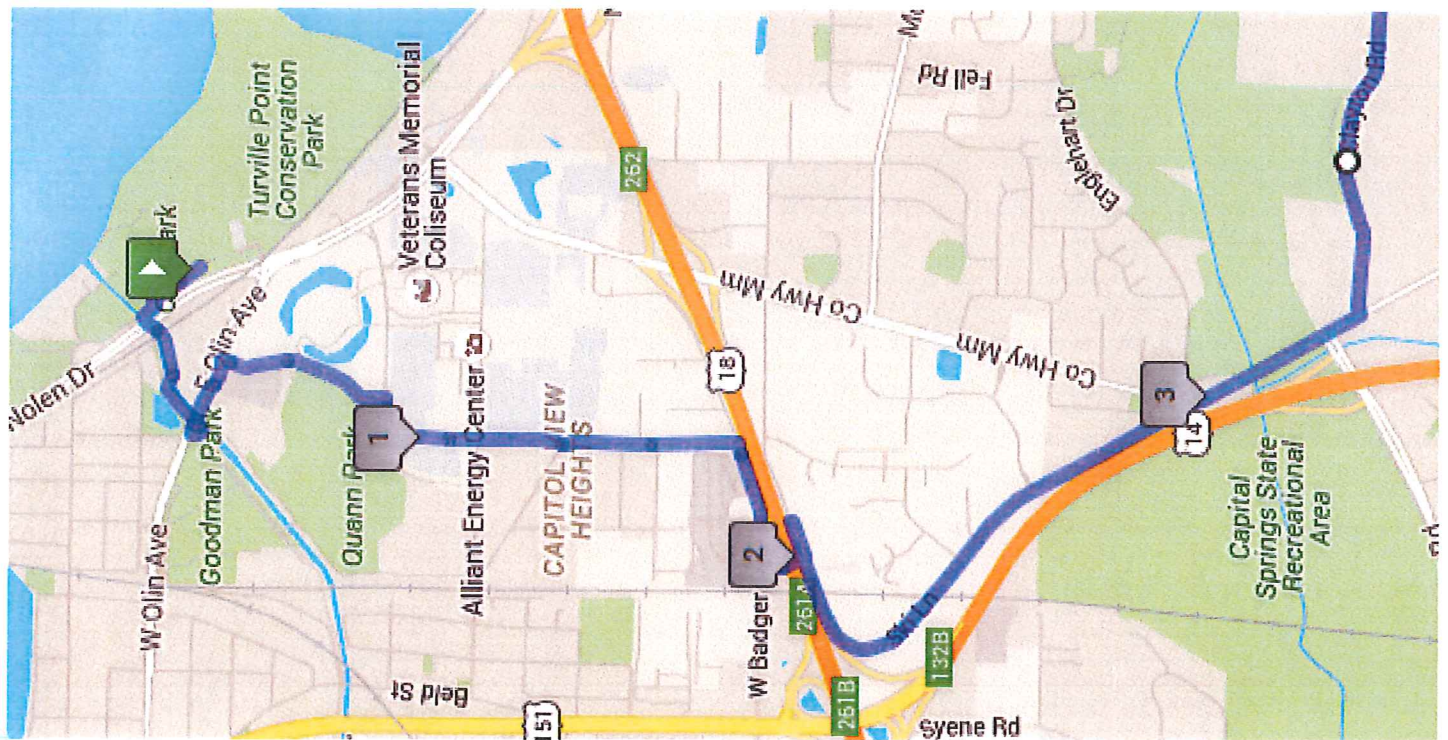
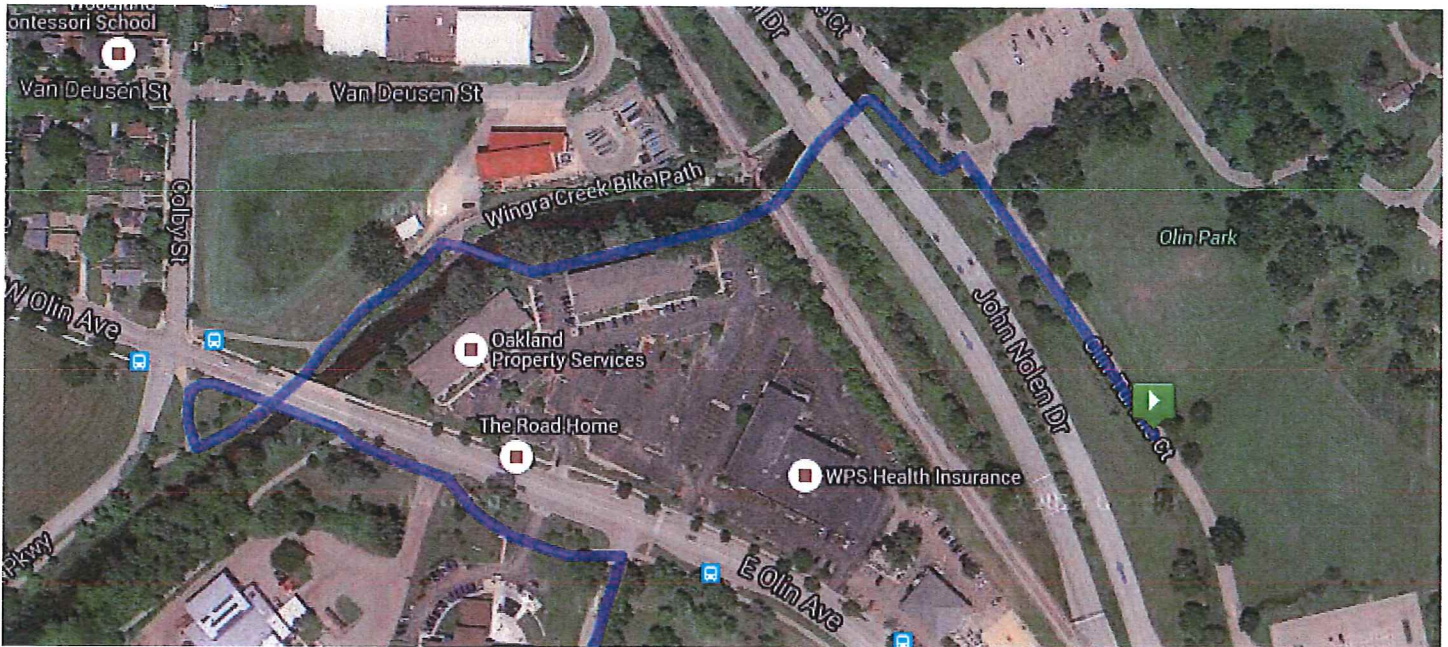
Bike:

Option #1: The participants will exit transition at the southwest corner of transition onto Olin Turville Ct. The participants will use the Capital City Bike Trail heading south to minimize traffic impact. The first mile of the ride will be a no pass zone to increase safety on the bike path. Participants will follow the bike path to South Towne Dr, complete the loop and return the opposite direction. **NO ROAD CLOSURES ARE NEEDED** and **BOAT LAUNCH WOULD REMAIN OPEN AT ALL TIMES!**

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Option #2: The participants will exit transition at the southwest corner of transition onto Olin Turville Ct. The participants will use the southern Wingra Creek Bike Trail under John Nolen Dr and through Alliant Energy Center utilizing the bridge over the Beltline and onto East Badger Rd. Participants will follow East Badger Road to MM and then to Clayton Rd, make a loop and return opposite direction. Road closures would be needed at West Betline Frontage Road and MM And Clayton Rd. Minimal traffic impact is expected. BOAT LAUNCH WOULD REMAIN OPEN AT ALL TIMES!

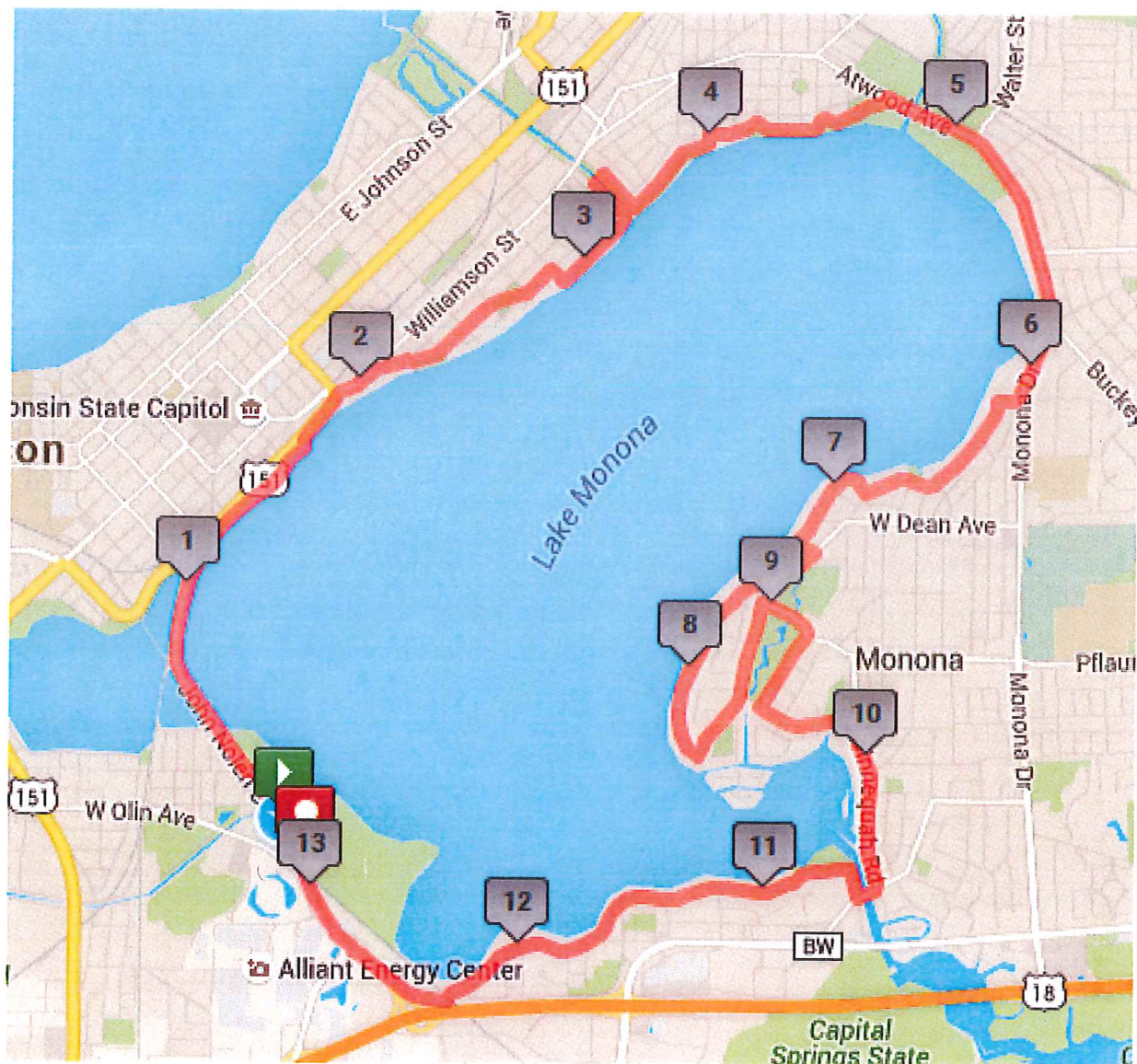


Run:

Participants will exit transition at the northeast corner and follow a path protected by fencing to Olin Turville Ct. Participants will run a clockwise loop of Lake Monona following the Lake Monona 20KM route. The participants will use the parking lane to allow for traffic to continue both directions on all roads. NO ROAD CLOSURES and minimal police assistance will be needed. With one directional running on the trails, the trails can remain open for general use. Aid stations will be located every 1.5 – 2.0 miles to provide proper hydration and safety.

Bike trail will be used for most of the course. Requested use of parking lane on following streets:

- Jenifer Street – Parking lane on south side of road from Williamson to Spaight
- Spaight Street – Parking lane on south side of road from Jenifer to Orton Park
- Rutledge Street – Parking lane on south side of road from Few to Baldwin
- Baldwin Street – Parking lane on west side of road from Rutledge to Morrison
- Morrison Street – Parking lane on south side of road from Baldwin to Thorton
- Thorton Avenue – Parking lane on east side of road from Morrison to Rutledge
- Riverside Drive – Parking lane on west side of road from Rutledge to Yahara
- Yahara Place – Parking lane on south side of road from Riverside to Lakeland
- Lakeland Avenue – Parking lane on south side of road from Yahara to Olbrich Park
- Atwood Avenue/Monona Dr – Curb side of southbound traffic lanes to Winnequah Rd



Transition:

Transition will occur in the soccer fields west of the lake. Transition and any routes heading to transition will be fenced to keep participants safe from vehicles and spectators. Any damage to the grass will be remedied immediately after the event as needed. Swim In/Run Out is located at the northeast corner of transition and has a fenced route from the lake to transition for safety. Bike out/Bike In is located at the southwest corner of transition for easy entry to Olin Turville Ct. Parking in the lot closest to transition would be for vehicles with boat trailers only. BOAT LAUNCH WOULD REMAIN OPEN AT ALL TIMES!



Finish:

The finish line will be located in the parking lot at the south end of the park. This allows for ease of set-up while allowing the pavilion and rest of the park to continue to be enjoyed throughout the event. This location also allows for the boat launch to remain open all hours and easy emergency access for any medical problems. This location also allows for amplification with minimal impact on neighbors.



TENT LOCATION FOR TEMPORARY STRUCTURE PERMIT



Safety and Security:

- A copy of the event EAP is attached to this application
- City of Madison Fire/EMS will be contracted to provide event emergency care within the City of Madison
- Surrounding municipalities will be contracted for care within their districts.
- City of Madison Police and Dane County Sheriff's will be contracted for traffic control where needed
- Private Security will be contracted to secure the immediate event areas, provide crowd control, boat launch and boat parking access, and secure transition overnight.

Clean-Up and Recycling Plan:

- Race Day Events puts high priority on producing Green Events. Garbage and Recycling containers will be located throughout the event area as well as at all aid stations.
- Dumpsters (Trash and Recycling) will be located in the Finish Area parking lot and at all aid stations
- Race Day Events takes pride in leaving event areas and courses cleaner than they were prior to the event.

Notification Requirements:

Race Day Events will meet with Alders as well as Neighborhood Associations to make sure that the event is the least obtrusive as possible. No roads are being closed so traffic management should not be needed.

Insurance: The City of Madison has the insurance certificate for Race Day Events, LLC on file. An event specific insurance certificate can be provided should it be needed.

Bicycle Parking for the Event: Race Day Events is a bicycle friendly business and will provide parking for bicycles at the start/finish areas using our triathlon bike racks.

Parking Plan: The Alliant Energy Center is currently reserved for this event for 2016, 2017, and 2018. Parking will take place at Alliant Energy Center with shuttles running to and from the designated shuttle area at the north end parking lot. A small tent will be set up for staffing the shuttle staging. Police officers will be hired to monitor pedestrian traffic at Olin Ave and Olin Turville Ct. to make sure that anyone crossing the street on foot remains safe. The bulk of foot traffic will be from 5am to 7:30am and 2pm to 4:30pm. The boat parking area will remain open for boat traffic only. Volunteers and staff will use available parking spots at Olin Park. Hired security will be used to manage the boat parking and shuttles.

Event Marketing Information: The event will be marketed at local retailers, magazines, Madison.com (Our media sponsor), and online using websites and Facebook.

Amplification Permit Application: The event amplification permit application is attached to the application. Amplification will be carefully designed and be pointed away from neighborhoods in an effort to control noise pollution. Early morning amplification will be limited in volume so only the immediate area surrounding transition will hear it. Finish line amplification will include music and announcing but be kept to a minimum and only in the finish parking lot.

Vendors at the Event: We will not have vendors at the event.

Temporary Structures: Tents will be used for shelter and packet pick-up. All necessary protocols and Digger's Hotline will be followed. The temporary structure permit is attached to this application.

Beer/Wine Sales at the Event: Race Day Events will NOT be selling beer or wine at the event.

Giving Back: Race Day Events would like to partner with the Parks Department and/or Foundation and “give back” as part of this event and others that we produce throughout the city. Race Day Events would like to make the Madison Parks Foundation the primary charity of this event helping raise additional monies by asking for a voluntary donation from each participant. It is expected that the event will raise \$5000 to \$8000 in donations as part of this process and Race Day Events would donate a minimum of \$3000 additional from race revenues.