

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Bonnie Oleson  
Madison Festivals Inc.  
787 Lois Drive  
Sun Prairie, WI 53590  
Email: Bonnie@madisonfestivals.Com  
Phone: (608) 577-8300

### Contact During Event

Sara Klemme  
Email Sara@madisonfestivals.Com  
Phone: (608) 609-8300

### Event Information

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Name of Event:

Event Type:

Estimated Attendance:

Is this a new event:

### Event Additional Information

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Run/Walk:

Music/Concert:

Festival:

Rally:

Parade:

Posting no parking signs or bagging meters?

Other:

If other, please describe:

### Site Map

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Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

A helpful online resource for route mapping is: [Map My Run](#)

I understand I must attach site map and route map with this application, if applicable:

## Location Information

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Capitol Square:

State Street Mall (700/900):

30 on the Square:

Other:

Street Names and Block Numbers:

Streets surrounding the Capitol Square which includes Main, Mifflin, Pickney and Carroll. Plus the 100 blocks of East Washington, North Hamilton, Wisconsin, North Carroll, West Mifflin, West Washington and Martin Luther King Jr. Blvd.

## Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
11/11/2023	2:00 pm	11/12/2023	7:00 AM	11/12/2023	2:00 PM	11/12/2023	6:00 PM	

## Temporary (Picnic/Beer) Licenses

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Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$):

Will beer/wine be served (Free of charge)?:

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: \*

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event:

If the Temporary (Picnic/Beer) License is denied will the event occur?:

## Street Use Event Vending License

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If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required:

Will food and/or merchandise be sold?(\$):

Estimate number of vendors:

## Public Amplification Permit

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If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

Start Date	Start Time	End Date	End Time	Rain Date
11/12/2023	6:00 AM	11/12/2023	2:00 PM	

### SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

### RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan:

### Equipment Rental - Downtown events only.

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Will you need equipment rental from the City of Madison?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

### Marketing

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Conditional approval of the event is required before promoting, marketing or advertising the event.

Do you want this included in the Madison Parks calendar of events?:

Event Website: <https://madisonmarathon.org/>

**Notes:** The Madison Marathon takes runners through some of Madison's most iconic areas.

Choose from a full or half marathon or a 10K on November 12th. Sign up today and #RunMadison!

## Acknowledgement

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If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement:

## Indemnification

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THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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.

I have read the Acknowledgement:

## Signature

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By initialing, I/we  
waive the 21-day  
decision  
requirement :

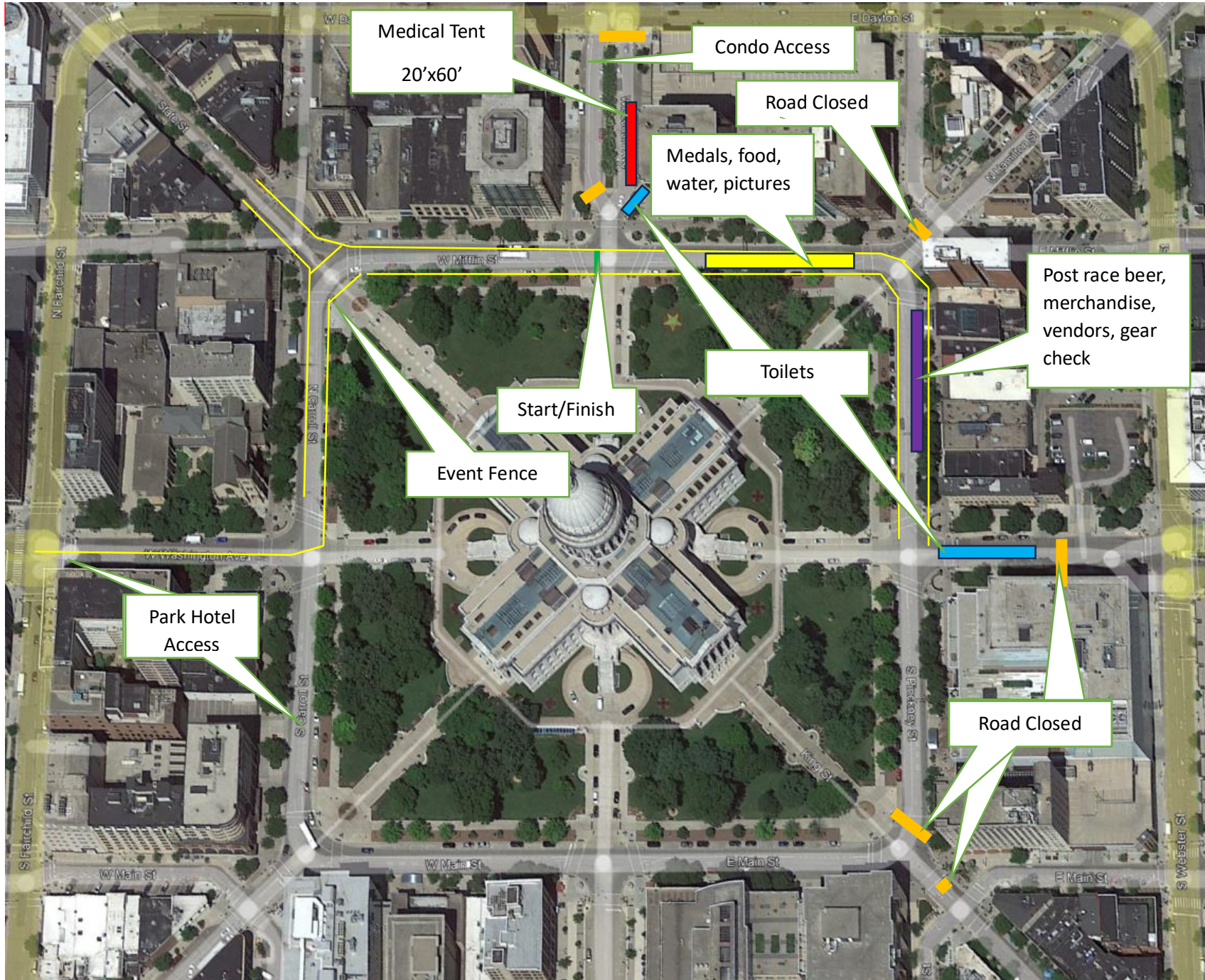
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Signature: Bonnie Oleson

Date: 05/24/2023

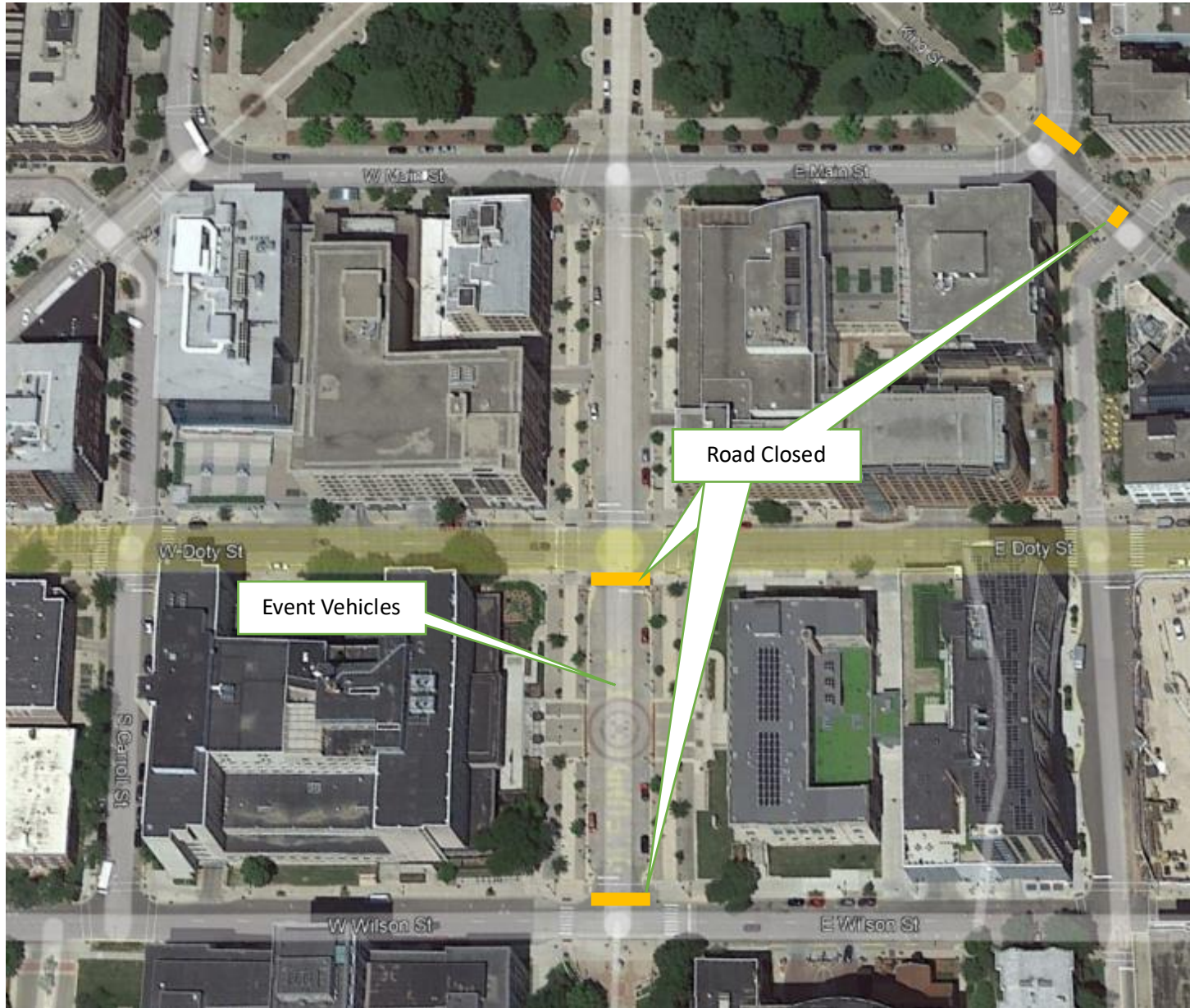


Madison Marathon





Madison Marathon





# 2023 10K MAP



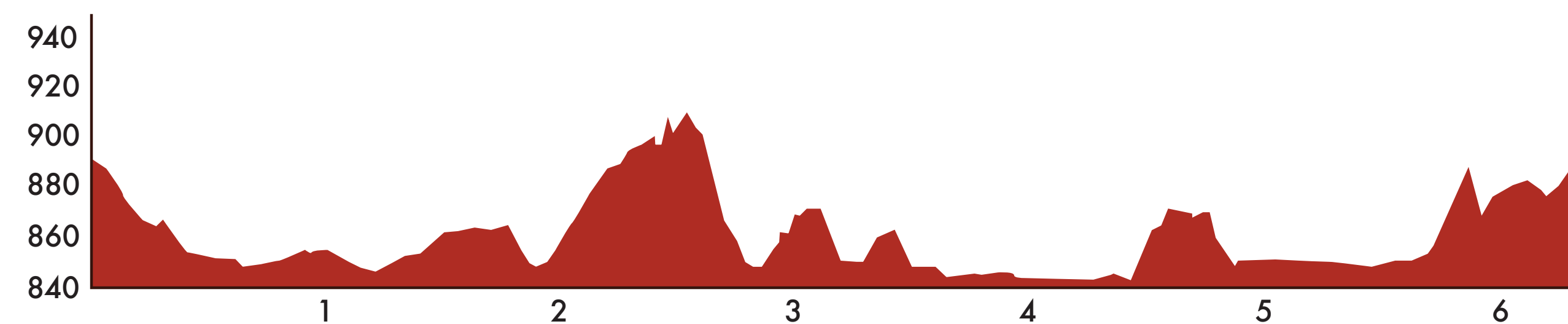
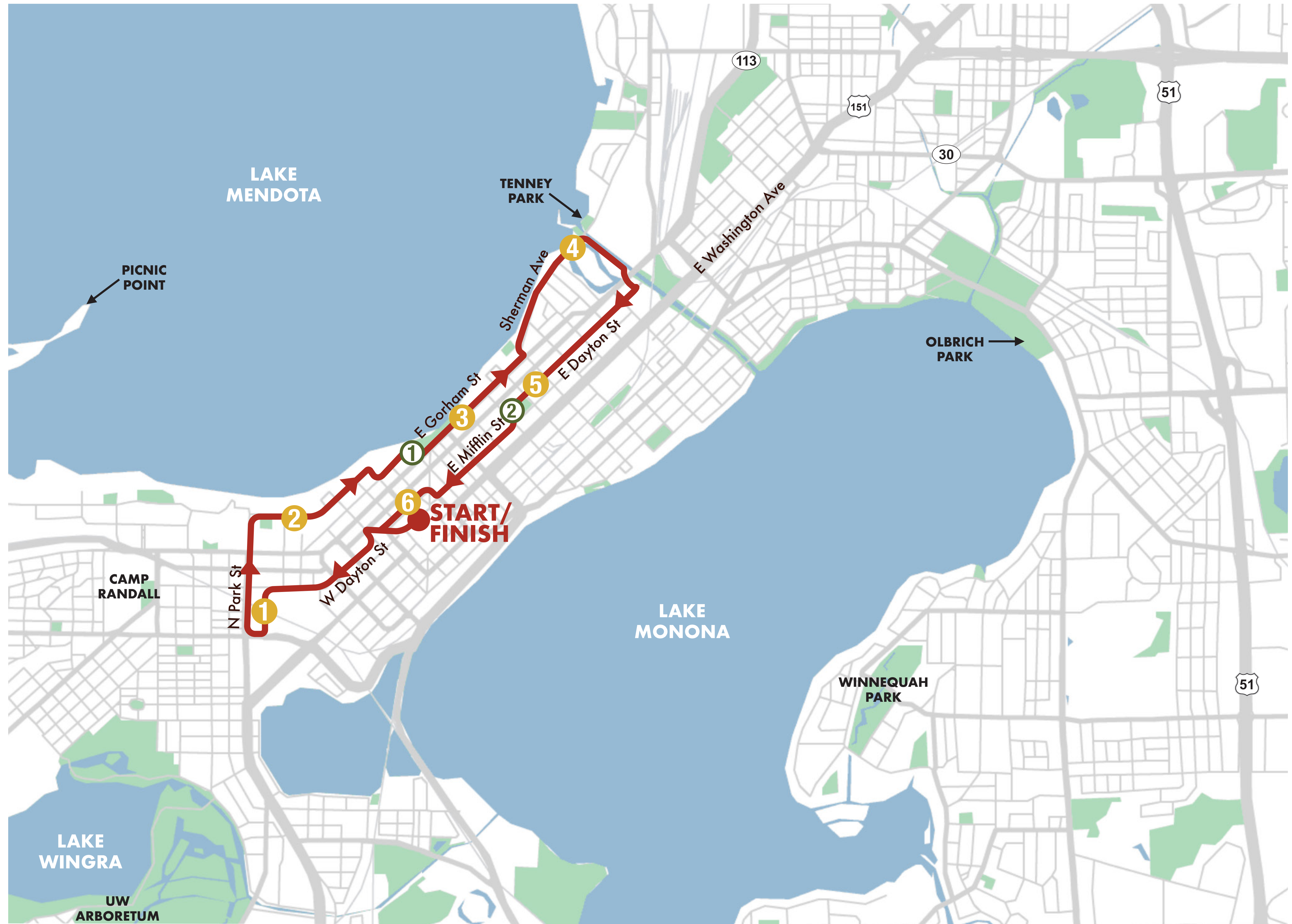
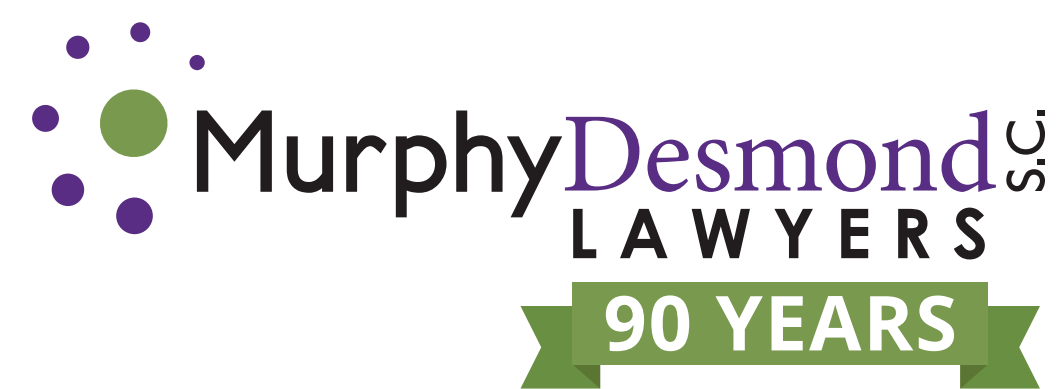
Sponsored by:



**KEY**

- 1 MILE MARKERS
- + MEDICAL
- 1 AID STATIONS

Maps Provided by:





## Madison Marathon 10K 2023 Turn by Turn Directions

Start on Mifflin at Wisconsin Ave.

Left on State St (whole road)

Left on Henry St. (with traffic)

Right on Dayton St. (against traffic)

Left on East Campus Mall

Right on Regent St. (with traffic)

Right on Park St. (with traffic)

Right on Langdon St. (against traffic)

Right on Wisconsin Ave. (against traffic)

Left on E. Gilman St. (against traffic)

Right on N Butler St. (against traffic)

Left on E. Gorham St. (against traffic)

Left on Brearly St. (with traffic)

Right on Sherman Ave. (against traffic)

Right on N. Thornton Ave. (with traffic)

Veer onto Yahara River bike path

Right on Dayton St. (against traffic)

Left on N. Paterson (with traffic)

Right on E. Mifflin St. (with traffic, allow cars to exit parking garage in designated lane)

Right on N. Webster St. (Capital Side)

Left on Dayton St. (Capital Side)

Left on State St. (whole road)

Left on Mifflin St. (whole road)

Finish line at Mifflin and Wisconsin



# 2023 HALF MARATHON MAP

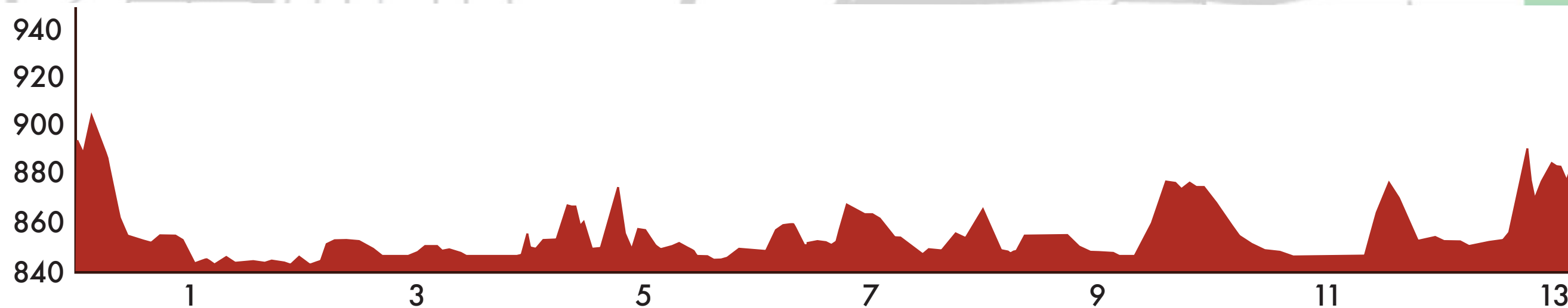


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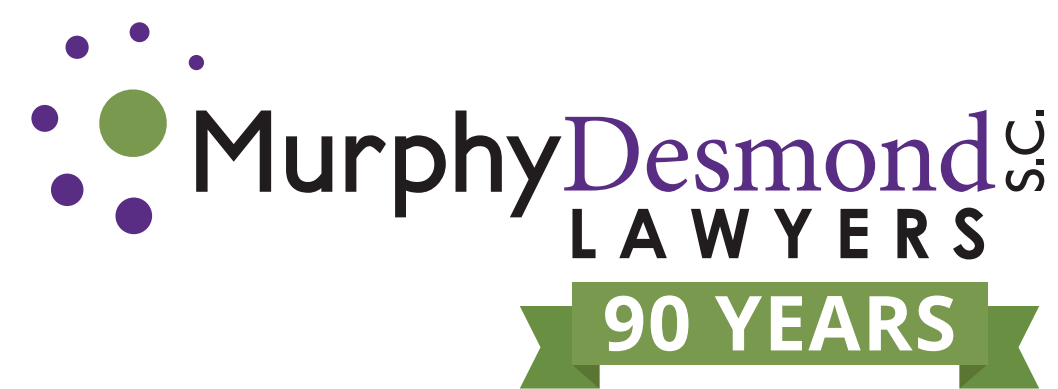


**KEY**

- 1 MILE MARKERS
- + MEDICAL
- 1 AID STATIONS



Maps Provided by:





## Madison Half Marathon 2023 Turn by Turn Directions

Start on Mifflin at Wisconsin Ave.

Left on S. Carroll St.

Right on West Washington Ave (against traffic)

Left on N. Bedford St. (against traffic)

Right on W. Main St. (with traffic)

Veer onto path at Brittingham Park

Veer left onto W. Shore Dr. becomes S. Shore Dr.  
(against traffic)

Right on Gilson St. (with traffic)

Left on W. Lakeside St. (with traffic)

Right on Colby St. (with traffic)

Left onto bike path before Olin Ave

Under John Nolen and right onto Olin Turville  
Ct.

Left onto Capital City Trail

Veer onto Waunona Way

Onto trail at Paunack Park

Left on Bridge Road. ( against traffic)

Left on Winnequah Rd. (against traffic)

Right on Maywood Rd. (with traffic)

Left on McKenna Rd. (with traffic)

Right on W. Dean Ave. (with traffic)

Left on Waterman Way (with traffic)

Right on Winnequah Rd. (with traffic)

Left on Monona Dr. (against traffic)

Continue on Atwood Ave. (against traffic)

Veer left onto Capital City Trail

Left onto Division St. (against traffic)

Right on Rutledge St. (with traffic)

Right on S. Thornton Ave. (with traffic)

Veer onto Yahara River bike path

Left on Dayton St. (against traffic)

Left on N. Paterson (with traffic)

Right on E. Mifflin St. (with traffic, allow cars to  
exit parking garage in designated lane)

Right on N. Webster St. (Capital Side)

Left on Dayton St. (Capital Side)

Left on State St. (whole road)

Left on Mifflin St. (whole road)

Finish line at Mifflin and Wisconsin



# 2023 FULL MARATHON MAP



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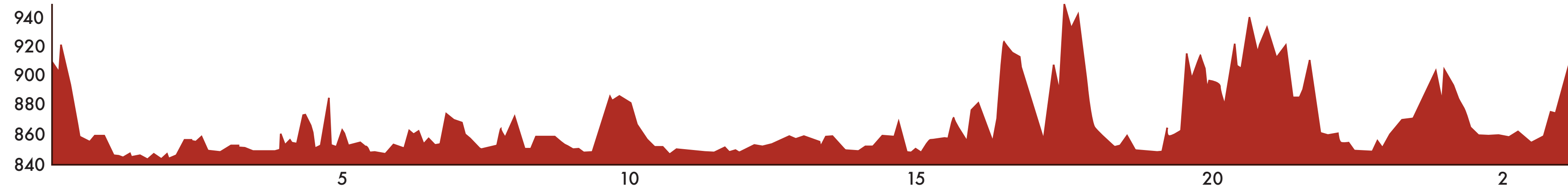
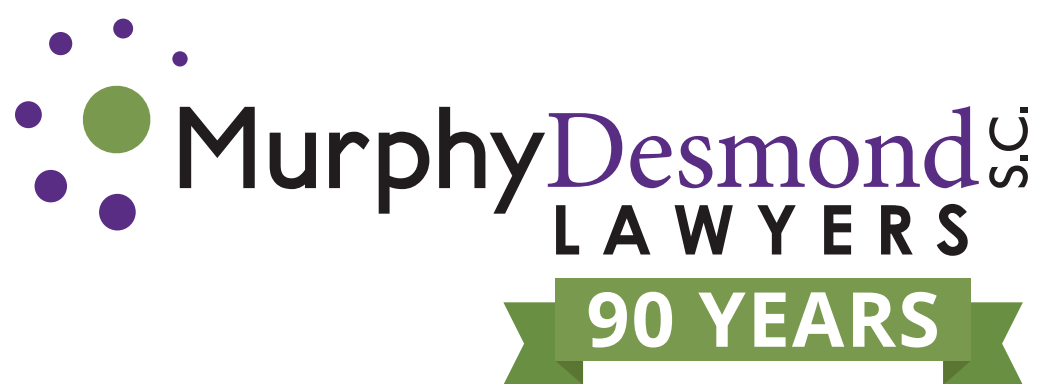


**KEY**

- 1 MILE MARKERS
- + MEDICAL
- 1 AID STATIONS



Maps Provided by:





## Madison Marathon 2023 Turn by Turn Directions

Start on Mifflin at Wisconsin Ave.

Left on S. Carroll St.

Right on West Washington Ave (against traffic)

Left on N. Bedford St. (against traffic)

Right on W. Main St. (with traffic)

Veer onto path at Brittingham Park

Veer left onto W. Shore Dr. becomes S. Shore Dr. (against traffic)

Right on Gilson St. (with traffic)

Left on W. Lakeside St. (with traffic)

Right on Colby St. (with traffic)

Left onto bike path before Olin Ave

Under John Nolen and right onto Olin Turville Ct.

Left onto Capital City Trail

Veer onto Waunona Way

Onto trail at Paunack Park

Left on Bridge Road. ( against traffic)

Left on Winnequah Rd. (against traffic)

Right on Maywood Rd. (with traffic)

Left on McKenna Rd. (with traffic)

Right on W. Dean Ave. (with traffic)

Left on Waterman Way (with traffic)

Right on Winnequah Rd. (with traffic)

Left on Monona Dr. (against traffic)

Continue on Atwood Ave. (against traffic)

Veer left onto Capital City Trail

Left onto Division St. (against traffic)

Right on Rutledge St. (with traffic)

Right on S. Thornton Ave. (with traffic)

Veer onto Yahara River bike path

Bike path up onto E. Johnson St. (against traffic)

Left onto Fordem Ave. (against traffic)

Fordem becomes Sherman Ave. (against traffic)

Left on Oxford Pl. (against traffic)

Right on Kensington Dr. (with traffic)

Right on Woodland Circle (with traffic)

Left then right onto Fisk Place (with traffic)

Left onto Lakewood Blvd. (with traffic)

Right onto Cambridge Rd. (with traffic)

Right onto Lakewood Blvd. (with traffic)

Right onto Bayside Dr. (against traffic)

Left onto Old Shore Rd. (whole road)

Right onto Warner Dr. (with traffic)

Right onto Sherman Ave. (with traffic)

Left on Marston Ave (against traffic)

Right on E. Johnson St. (with traffic)

E. Johnson becomes E. Gorham (with traffic)

Right on N. Butler St. (with traffic)

Left on E. Gilman St. (with traffic)

Right on Wisconsin Ave. (with traffic)

Left on E. Langdon St. (with traffic)

Right on Park St. (with traffic)

Left on Observatory Dr. (with traffic)

Right on Walnut St. (with traffic)

Continue through Lot 60 to path at boat launch

Turn left onto path

## Madison Marathon 2023 Turn by Turn Directions

Right onto Lake Mendota Dr. (with traffic)

Left onto Edgehill Dr. (against traffic)

Left on Topping Rd. (against traffic)

Veer onto Harvard Dr. (against traffic)

Left on Columbia Rd. (with traffic)

Left on University Bay Dr. (with traffic)

Left on Marsh Dr. (against traffic)

Right on Walnut St. (with traffic)

Left on University Ave. (against traffic)

Right on Breese Terrace (against traffic)

Left on Little St. to SW Commuter Path

Left on E. Campus Mall

Right on Dayton St. (with traffic)

Left on Henry St. (with traffic)

Right on State St. (whole road)

Left on Mifflin St. (whole road)

Finish line at Mifflin and Wisconsin



Emergency Action Plan  
November 12, 2023



This outline will serve as a guideline for the Madison Marathon team to handle emergency situations on race day.

### **EMS Command Post**

The EMS Command Post (CP) will be in the Fire Command located at 314 W. Dayton St. Communication will be handled within each department with communications flowing freely between groups as necessary. The team on-site at the event (Emergency Management Committee, EMC) will communicate via radio with repeater network with cell phones as back-up.

### **EMS Command Post Representatives:**

1. City of Madison Police
2. UW Police
3. 911 Dispatch
4. City of Madison Fire
5. Madison Marathon Representative

### **Emergency Management Committee**

1. Ryan Richards – Race Director, 608.209.6958
2. Sara Klemme – Madison Festivals, Inc President, 608.609.5354
3. TBD – Course Director
4. Dano Tyler – Announcer
5. Rachel Hanson – Volunteer Coordinator, 608.692.6223
6. Kacey Kronenfeld – Medical Director
7. Stephanie Lehmann – Medical Coordinator
8. TBD – Command Central
9. Bonnie Oleson – Madison Festivals, Event Manager, 608.577.8300
10. Andrea Mace – Marketing Manager, 615.260.9005

The EMC can be expanded to include the jurisdictional police department, jurisdictional fire department, communications personnel, medical director or emergency health personnel, etc. depending upon the nature of the emergency.

- Communications to spectators will be made via loudspeaker announcements located at the Start/Finish line.
- Communications to on course volunteers will be made via private text messaging app
- Communications to participants will be made through text message, volunteers, social media, and website.

### **Hospital Transports**

There are three hospitals suggested to patients.

1. UW Hospital: 600 Highland Ave
2. Meriter: 202 S. Park St
3. St. Mary's: 700 S. Park St.

Hospitals location is determined by choice of patient, medically necessary destination decisions based on hospital specialty resources, or at the discretion of the transporting crew of medical team. Madison Fire and EMS is the primary transporter for the event.

## EVENT DAY EMERGENCIES

### What Event Day Emergencies Can Occur?

- Severe or Extreme Weather Conditions – extreme low/high temperatures, lightning, tornados, snow
- Emergency course changes (in case of on-course fires, vehicular accidents, overnight storms or flooding)
- Accident along the course involving runner(s)
- Runner death
- Lost Child(ren)

Due to any other unforeseen emergencies that could occur on race day, we will communicate directly with emergency personnel and their respective agencies to develop the appropriate response(s) (or rely on them to enact their own public safety response plan).

## MEDICAL EMERGENCIES

### Medical Tent

The medical tent is located at the Start/Finish line on Wisconsin Ave. The medical tent is staffed by Madison Emergency Physician and lead by board certified emergency medicine physicians with assistance from other skilled emergency providers. They are capable of providing advanced medical care on site and triage to appropriate destinations if needed. They will be in radio contact with both command and MFD/SSM bike teams with Dr. Kronenfeld is the Medical Liaison and is accessible via radio or phone (608) 212-0127 for direct consultation.

### Medical Emergencies on Course or at Finish Line:

**If there is serious injury along the course, CALL 911! Stay with the patient, take note of their bib number, the location and description of injury.** Time is of the essence and radio or phone relays back to the Medical Director only delay treatment.

On course the following personnel will be available to help runners:

#### Bike Escorts

They will monitor runners and be with the first and last runners as well as leap frogging the course in between the first and last place. They will be in radio contact with the command center race official and will have minor first aid supplies – band-aids, Vaseline, etc.

#### Sag Vehicles

Monitor runners and get them to a centralized place for pick-up or bring them back to the finish line if they are unable to complete the race.. They will be in radio contact with command center race officials.

**Injuries:** If someone is seriously injured during the race, the Race Director, Board President, or event spokesperson should contact the emergency contact person and or family as soon as possible. Staff should use an incident report form to collect information about the situation immediately.

**Medical personnel:** If someone is injured and needs to be transported to the medical tent or hospital, course volunteers should attempt to obtain the race number and/or name of the participant/patient. The bib number is the easiest and most expedient way to identify the person regardless of condition. Pass any information regarding participants along to the event Medical liaison, who will pass it along to event staff. It is important to keep track of runners who do not finish the race, in case family members are looking for them at the finish line.

## **WEATHER EMERGENCY**

If dangerous weather conditions occur during the race or temperatures become too dangerous, the Race Director, in consultation with the EMC, Medical Director, and CP will make the decision on whether to continue the event. Ryan Richards, Race Director, and Sara Klemme, Madison Festivals President, make the final call regarding weather matters. Weather information will be relayed to the Media by Madison Festivals President, Sara Klemme. The MFI President (Sara Klemme) is the only spokesperson for the event.

Runners will be notified on course by event personnel, police, volunteers, text message, social media, and through the event flag system. (The procedures will be provided on the event website, in participant information, and announced to runners on race day).

The Race Officials in and out of the Command Center will continuously monitor weather reports including active radar starting 2 hours prior to the race start and continuously throughout the day. Weather updates will be broadcast on the primary race operations radio channel at a minimum of every 30 minutes prior to the race start. After race start, weather updates will be broadcast whenever any weather condition of concern is detected. Threshold for lightening is 10 miles.

### **Inclement Weather**

If the potential exists for hazardous weather the Race Director will inform all race staff and the race announcer. Announcements will be made periodically and, on a schedule, to keep spectators and participants informed.

The Race Director will decide on the start of the event 20 minutes prior to published start time. If conditions prohibit the start of the race on time appropriate delays will occur until safe to do so. If conditions do not allow the race to start on time, the race will be shortened and or cancelled.

If inclement weather occurs after the race has started, athletes and volunteers are on their own to seek shelter. Weather issues will be communicated via radio to list below telling people what to do. Potential shelters are schools and churches along the route, park shelters, bridge over passes, parking structures in the city of Madison and on the UW Campus.

### **Communication plan for broadcasting weather issues**

Should inclement weather be forecasted/threatening the race, Race Command will be in contact with Ryan Richards, Race Director to inform of situation. Ryan will communicate with Sara Klemme. Based on information received, threat of weather, location of weather, and direction of travel for weather, a decision regarding the



race will be made. If race needs to be stopped or shortened or changed, Ryan Richards, Course Director and Sara Klemme, Madison Festivals President, will make that decision. Communications to Dane County Sheriff, Madison Police, and other parties will be made through Dane County Communications. Decisions regarding the race will be communicated to race staff, aid stations, and volunteers on course via the communication plan outline above. All communications will use cell phones as back-ups and hard lines as a back up to that where possible.

**Emergency Route Changes:** Police in that particular jurisdiction will make all final decisions regarding any route changes after consultation with Race Director, Ryan Richards. The Race Director will communicate this information to the EMC and CP.

## LOST CHILD

Lost children should be brought to the announcer tent located on the Capitol side of Wisconsin Ave/Mifflin Street. The announcer will request that the parents (by name) will come to the Finish Line Announcer's Stand. It will also be announced over race radio. Staff member MUST stay with child until reunited with parents. If parents approach regarding their child missing, an all call will go out over radio with description of child. This will also be communicated through event command so Police are aware of the situation. Announcer will also ask for people to look for child and bring them to the announcer tower. Likewise as Police are approached regarding missing child, it should be communicated to race command so it can be broadcast to Event Staff.

## EMERGENCY ANNOUNCEMENTS

### Starting Line Announcements:

**For weather:** "Attention runners, our weather forecasters from (media partner) have informed us that (weather condition) is in our area. Because the safety and wellbeing of our runners, spectators, volunteers and safety workers along the course are foremost in our minds, we are delaying the start of the race for X minutes. Please seek shelter immediately." (update conditions at the end of the delay period and announce an additional delay, cancellation, or scheduled start)

**For emergency course changes:** "Attention runners. The \_\_\_\_\_ Police Department has informed us that because of (flooding, water main break, tree down, fire, wires down, etc.) there will be a slight course change at mile \_\_\_\_\_ of the Marathon. If you are running to that mile, be aware that extra safety personnel and markers will be on hand to direct you along the detour. Your safety and wellbeing are our main concern, so please be aware of the changes."

**For any other delay:** "Attention runners. Because of \_\_\_\_\_, the start of the Madison Marathon will be delayed \_\_\_\_\_ minutes. We plan to start the race at XX:XX A.M. (as soon as the situation is corrected). We will keep you updated on the start time, but please, stay near the starting line."

## MEDIA MANAGEMENT

1. Identify the problem. **DO NOT speculate** on what the issue may be before the facts are known.
2. Second, **DO NOT** make any statement to runners, media, or others.
  - a. Madison Festivals President, Sara Klemme, is the official spokesperson for the event and the only person that should speak to the media
3. Honesty - the object is to relay accurate information while keeping the message simple, proactive and as positive as possible.
4. Any request for information, regardless of source, will be handled through Sara Klemme, Madison Festivals President. If Sara is unavailable, the MFI Marketing Manager, Andrea Mace, may be consulted.

The media may hear about an on-course issue and ask for a clarification or reaction. If you are asked for a comment say that “an official statement will be forthcoming”.

### MEDIA CONTACT:

Sara Klemme, Madison Festivals President

608.609.5354

[Sara@madisonfestivals.com](mailto:Sara@madisonfestivals.com)