

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: 2023 IronKids Wisconsin Fun Run

Event Organizer/Sponsor: Madison Area Sports Commission in conjunction with World Triathlon Corporation

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: 22 E. Mifflin Street, Suite 200

City/State/Zip: Madison, WI 53703

Primary Contact: Tavia Kerns Work Phone: 608.441.3954

Email: kerns @visitmadison.com Phone During Event: 608.441.3954

Website: www.madisonsports.org FAX: 608.258.4950

Secondary Contact: Brandon Holstein Work Phone: 608.441.3950

Email: holstien@madisonsports.org Phone During Event: 715.456.0804

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, Name of charity to receive donations: \_\_\_\_\_

Estimated Attendance: 800 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):  Yes  No

Hours: 3 P.M. to 7 P.M.

## 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: 100 Block of MLK Jr. Blvd – Capitol Square (Main, Pinckney, Mifflin, Carroll)

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: 09.9.2023 Event Start and End Times: 5:00 - 6:00 P.M.

Rain Date (if any): None Set-Up Start Time: 2:30 P.M.

Take-Down Start Time and End Times: 6 - 7 P.M.  
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

TK \_\_\_\_\_ 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 \_\_\_\_\_



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

6/27/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> M3 Insurance Solutions, Inc. 828 John Nolen Drive Madison WI 53713	<b>CONTACT NAME:</b> Jarrod Schleusner	
	<b>PHONE (A/C, No, Ext):</b>	<b>FAX (A/C, No):</b>
<b>E-MAIL ADDRESS:</b> jarrod.schleusner@m3ins.com		
<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
<b>INSURER A:</b> West Bend Mutual Insurance Com		15350
<b>INSURER B:</b> SFM Mutual Insurance Company		11347
<b>INSURER C:</b>		
<b>INSURER D:</b>		
<b>INSURER E:</b>		
<b>INSURER F:</b>		

**INSURED** GREAMAD-01  
Greater Madison Convention & Visitors Bureau  
Destination Madison  
22 E. Mifflin Street, Suite 200  
Madison WI 53703

**COVERAGES**

CERTIFICATE NUMBER: 887969250

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			1802918	11/20/2022	11/20/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	<input type="checkbox"/> <b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			1802918	11/20/2022	11/20/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 0			1802918	11/20/2022	11/20/2023	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 \$
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y/N <b>N/A</b> (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			106726.105	11/20/2022	11/20/2023	PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
RE: IRONKIDS FUN RUN September 9, 2023 - 100 block of Martin Luther King Jr. Blvd / Capitol Building

**CERTIFICATE HOLDER****CANCELLATION**

Madison Area Sports Commission  
22 E Mifflin St.  
Madison WI 53703

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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## STREET EVENT SCHEDULE

- The schedule begins when event setup starts, including setup on sidewalks, terraces, or parking, and ends when the street is re-opened for normal use.
- The schedule should encompass all activities planned for the event, such as:
  - Vending: food, beverages and/or merchandise
  - Music/Performances
  - Displays, Exhibits, Demonstrations
  - A moving event such as a rally, parade, etc.

***Provide Detailed Event Schedule:***

### ***2023 IronKids Wisconsin Fun Run Saturday, September 9, 2023***

#### **Schedule of Events**

2:30 P.M.	Set-up of course and registration area
3:00 P.M.	Registration begins
5:00 P.M.	Race 1 begins near 100 block of MLK (diaper dash)
5:20 P.M.	Race 2 begins near 100 block of MLK (toddler trot)
5:35 P.M.	Race 3 begins near 100 block of MLK (one loop)
5:45 P.M.	Race 4 begins near 100 block of MLK (two loops)
6:00 P.M.	Last child crosses the finish line on 100 block of MLK
6:00 - 6:30 P.M.	Reception gathering on MLK for awards presentation
6:30 - 7:00 P.M.	Clean up and teardown of event materials/trash MLK for awards presentation

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

- CDC guidelines regarding mask wearing for unvaccinated people ages 2 and older have been communicated.
- Participants will be marshaled to the start line on MLK Jr. Blvd.
- Volunteers will be stationed on all corners and intersections of the Capitol Square with cones and flags to help coordinate flow of race.
- One lead bicyclist will head up race, protecting and warning Capitol Square and Farmers' Market attendees of impending race.
- A lost child area will be located on the 100 block of MLK near the finish line with a series of race volunteers ushering the kids and connecting them with their parents.
- In the case of inclement/severe weather volunteers will usher participants to either the County Office Building or Monona Terrace where they can be reunited with parents.
- In case of medical emergency, proper authorities will be contacted.

#### **Trash and Recycling Plan**

- All consumables will be handed out at the finish on 100 block of MLK where they can be properly recycled.
- All other potential items will be properly recycled using city utilities for disposal during clean-up/teardown phase of event.

# STREET EVENT SITE MAP

To ensure proper review of the event, please attach a Street Event Site Map and a detailed route map (if applicable). Include the following location information if application to your event:

- Tents
- Stages
- Fencing
- Vendors
- Portable Toilets
- Dumpsters
- Staging Areas

Remember to include:

- Emergency vehicle access lanes (minimum of 20').
- Accessible paths for wheelchairs as well as disabled parking spaces.

## EVENTS INCLUDING A RUN, WALK OR PARADE

If an event has a run/walk/parade component and/or alcohol will be served or sold, the Street Use Permit Applicant must contact the Madison Police Department to discuss possible Police requirements for the event. Contact Lt. Scott Kleinfeldt, [skleinfeldt@cityofmadison.com](mailto:skleinfeldt@cityofmadison.com).

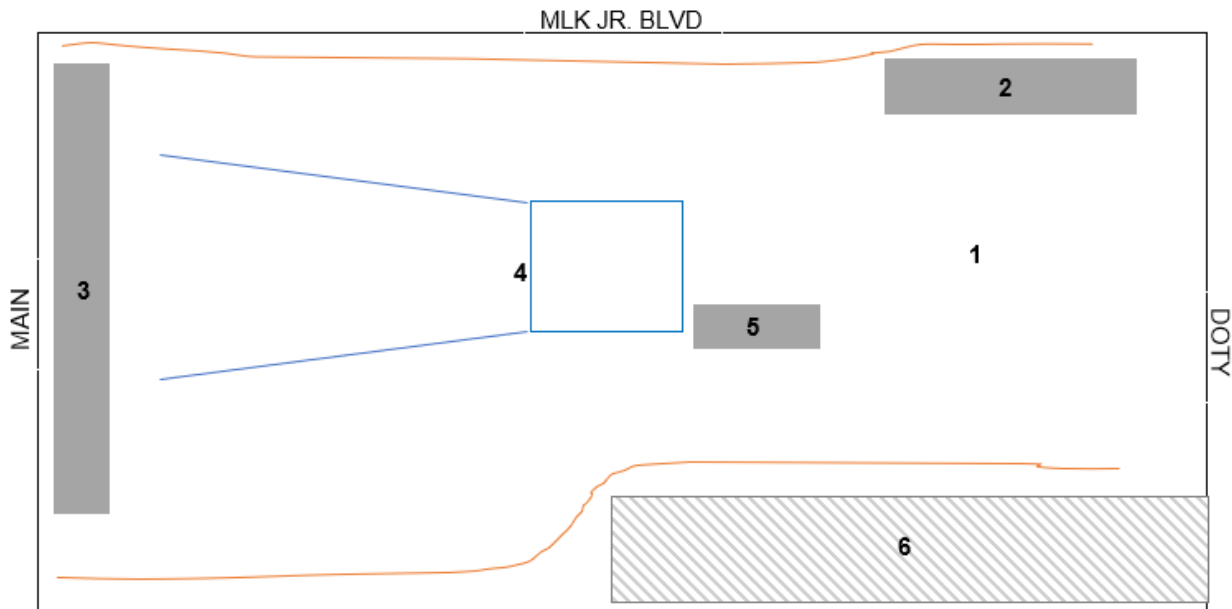
A detailed route map is required if the street closure is for a run, walk, parade or other moving activity.

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

### **Provide Detailed Event Site Map:**

1. Event area (bordered by snow fencing shown in orange)
2. Onsite packet pick-up covered by two 10'x10' pop-up tents
3. Start & finish line
4. Finish funnel to secure check out zone closed with barricades
5. Food/water for race participants
6. Vehicle access lane

Route Map:





# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "2023 IronKids Wisconsin Fun Run" will be held Saturday, September 9, 2023 at the 100 block of Martin Luther King Drive and around Madison Capitol Square.

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "2023 IronKids Wisconsin Fun Run" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

## III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

## IV. BASIC PLAN

### A. Emergency Action Plan (EAP) Event Representative

1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as Tavia Kerns.

### B. Emergency Notification

1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
2. We  will /  will not have on-site EMS (Tavia Kerns 608.441.3954)
3. We  will /  will not have on-site Police or Security (Tavia Kerns 608.441.3954)

### C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the [National Weather Service's Madison Weather Forecast website](#).
2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such Tavia Kerns and will be responsible to monitor the weather conditions before and during the event.
3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee Tavia Kerns will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
4. There are very limited provisions for sheltering participants in the event of severe weather.
5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

### D. Fire

1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
3. If cooking is intended, you must contact the fire department and -
  - a) Must have a valid fire extinguisher, 2A10BC

- b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
- c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
- d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
- 4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
- 5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
- 6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

**E. Medical Emergencies**

- 1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
- 2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
- 3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

**F. Law Enforcement**

- 1. The need for constant Law Enforcement presence at this event  
 has /  has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
- 2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

**G. Emergency Vehicle Access**

- 1. Access for Emergency Vehicles will be maintained at all times.
- 2. 20' Fire Lanes are required to be kept open at events.
- 3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
- 4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
- 5. Crowd control will be managed by: Ka Her in coordination with Race Day Events and IRONMAN Wisconsin staff.
- 6. Parking for vendor and staff vehicles will be: 100 Block of MLK.
- 7. Parking for attendee vehicles will be: Various parking ramps in downtown Madison.

**V. CONTACT INFORMATION**

Primary Contact	Tavia Kerns	608.441.3954
Secondary Contact	Brandon Holstein	715.456.0804
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

## ACCESSIBILITY PLAN

Events permitted in the City of Madison are required to have an accessibility plan. The scope and details of the accessibility plan depend on the scope and details of the event. The accessibility plan could include the following:

- Accessible parking spots which include temporary access aisles, where needed (indicated on event site map).
- Accessible path of travel from parking or drop-off areas, as well as throughout event to any area accessible to the general public.
  - An accessible path of travel connects all elements and is at least 36" wide.
- Accessible communication plan (must include opportunity for request of interpreters, multiple ways to access festival information)
  - Interpreters must be booked but can be cancelled if organizers do not receive RSVPs from the deaf community 72 hours prior to the event.
  - At a minimum, schedules should be in print and accessible to screen readers electronically.
- Accessibility features included in advertising materials (websites and fliers) at least 2 weeks in advance of the event. Possible information to include:
  - Accessible parking locations
  - Accessible seating locations
  - Accessible restrooms
  - Available interpretation services
  - Available quiet areas
- Cluster portable toilets in groups of no more than 6 and ensure at least one accessible portable toilet per cluster of portable toilets.
- Provide an ADA seating area to ensure access for people who need it.
- Maintain accessible path to, and within, all temporary structures
- Contacting parking enforcement regarding vehicles illegally parked in temporary accessible stalls.

2023 IRONKIDS Wisconsin Fun Run will including the following accessibility elements:

- City sidewalks free of event structures and tents to allow for access from the surrounding street.
- Accessible path to onsite packet pickup.
- Event schedules and information in print and online.
- Communication of City's nearby accessible parking and loading zones via information on [www.visitmadison.com/downtown/parking-and-transportation](http://www.visitmadison.com/downtown/parking-and-transportation)

**Describe your event's accessibility plan. Include any accessibility setup in your site map.**

For information and compliance contact City of Madison Department of Civil Rights at [dcr@cityofmadison.com](mailto:dcr@cityofmadison.com) or (608) 266-4910.



## STREET EVENT MARKETING INFORMATION

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

Do you have marketing information?      Yes      No

If Yes, please continue. If No, skip this form.

How will this event be marketed, promoted, or advertised?

The event will be marketed and promoted via our internal websites at [visitmadison.com](http://visitmadison.com) and [madisonsports.org](http://madisonsports.org). In addition, posters will be created, and we may also be doing some radio advertisement leading up to this event. If budget allows, there will also be the potential for billboard to be used. We will also promote via our social media channels.

Will there be live media coverage during the event and where will the media vehicles be parked?

Live media coverage is possible. If this happens, the event organizers will make sure these vehicles are safely parked in zones where they are not blocking any streets, entrances or intersections while maintaining proper emergency access areas and lanes.

### PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: 2023 IronKids Wisconsin Fun Run

Location: 100 Block of Martin Luther King Jr. Blvd.

Public Contact Phone: 608.441.3954

Website: [visitmadison.com/ironman-wisconsin/ironkids-fun-run/](http://visitmadison.com/ironman-wisconsin/ironkids-fun-run/)

Admission Cost: \$25

Date of Event: Saturday, September 9, 2023

Beginning/End Time of Event: 2:30 - 7:00 P.M. (3 – 4:45 P.M. – Race Packet Pickup, 5 - 6:30 P.M. – Races, 6:30 - 7:00 P.M. – Teardown and Event Cleanup)

Two sentence description of event (for internet calendar):

Taking place during IRONMAN Wisconsin weekend the IRONKIDS Wisconsin Fun Run is for youth between the ages of 3-17 who will race around the Capitol Square - a little over 1/2 mile in celebration of happy and active lifestyles. Each child will take home their own finisher t-shirt, medal, backpack filled with swag, and the pride of calling themselves an IRONKID.

## **STREET EVENT CLEANUP AND RECYCLING PLAN**

- Include plans for collection and disposal of materials during and after event - number and location of garbage/recycling containers and dumpsters; number/schedule of volunteers/staff assigned to collection and cleanup.
- If City containers are not used, please provide the name and contact information of the collection agency providing equipment and service for the event.
- Event organizers are responsible for emptying City garbage/recycling containers within the event perimeter.
- Any group that leaves an area in a condition that requires special cleanup by City crews will be charged the full cost of cleanup.
- If you need assistance with your cleanup and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

### ***Provide Detailed Trash/Recycling/Cleanup Plans:***

- All consumables will be handed out at the finish on 100 block of MLK where they can be properly recycled.
- All other potential items will be properly recycled using city utilities for disposal during clean-up/teardown phase of event.