

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Abbey Vanvalkenburg

2829 Royal Ave  
Suite 100  
Madison, WI 53713

Email: Abbey@racedayeventsllc.Com

Phone: (616) 460-8172

### Contact During Event

Abbey Vanvalkenburg

8318 Red Granite Rd  
Madison, WI 53719

Email: Abbey@racedayeventsllc.Com

Phone: (616) 460-8172

### 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:

Start/Finish: Olin Park  
See attached route maps

## 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
06/07/2024	8:00am	06/09/2024	7:00am	06/09/2024	4:00pm	06/09/2024	9:00pm	

## 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?(\$):

No

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

No

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?:

Yes

## 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?(\$):

No

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
06/09/2024	5:30am	06/09/2024	4:00pm	

### 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?:

Yes

**Event Website:** <https://wisconsinmilkman.com/>

**Notes:** The Wisconsin Milkman Triathlon will be back on June 9, 2024. Madison is known for more than just The University of Wisconsin and their abundance of dairy, it also has the most amazing triathlon and active populations around. In 2021 The American College of Sports Medicine ranked Madison in the top 5 fittest U.S. cities. Come swim, bike, and run with us, while we take you on a tour of our great city. You wont be disappointed!

## 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:

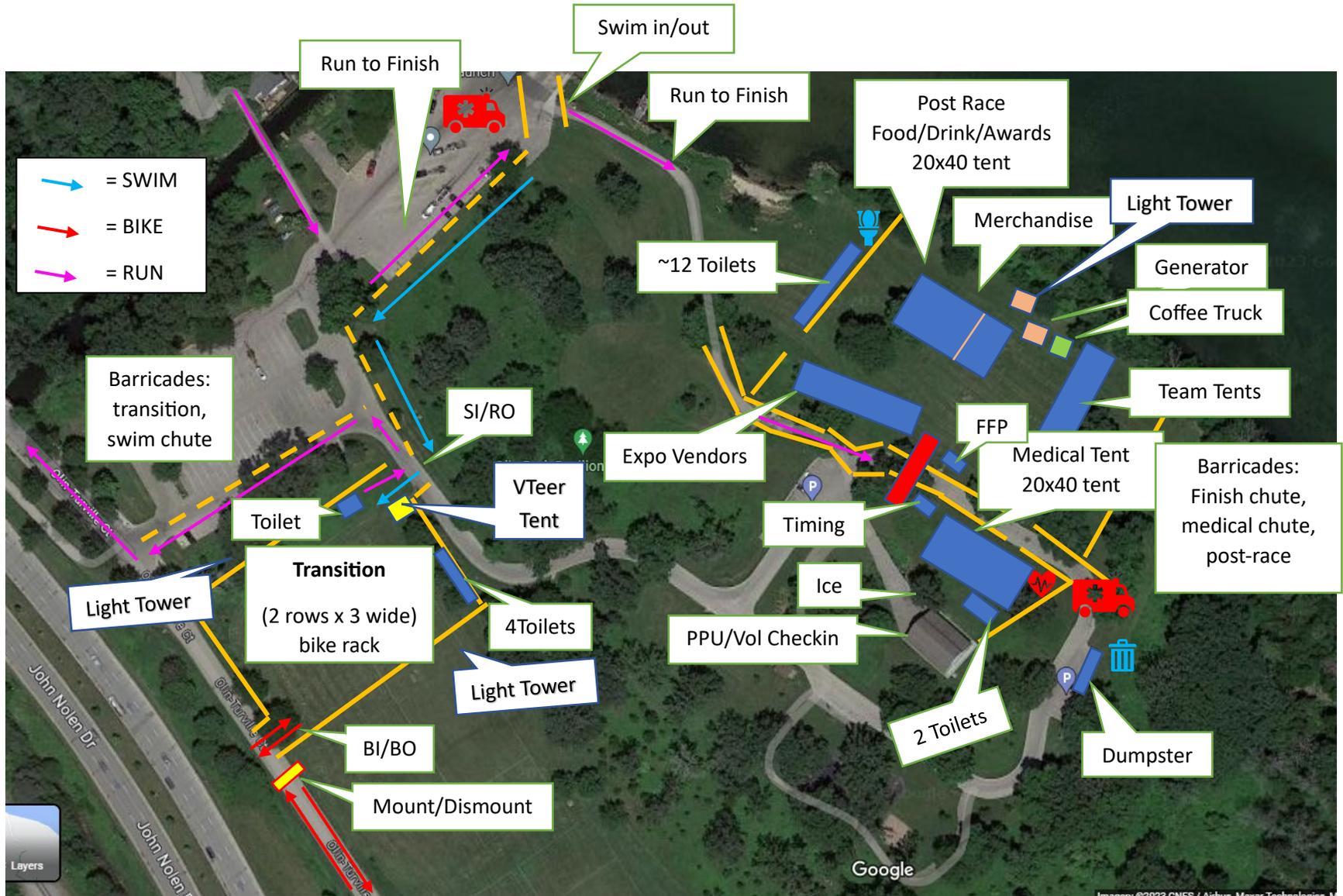
## Signature

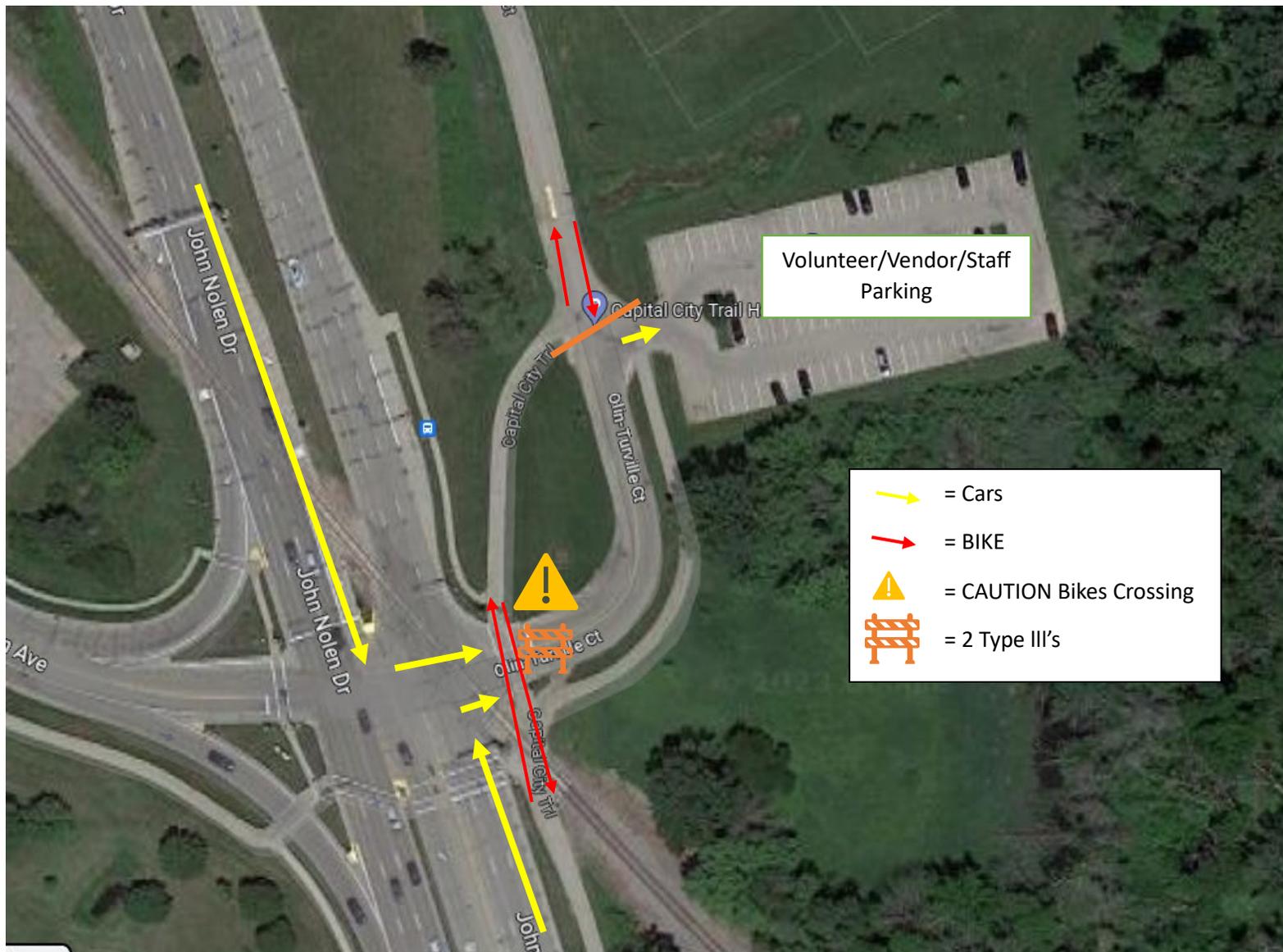
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By initialing, I/we  
waive the 21-day  
decision  
requirement :

Signature: Abbey VanValkenburg

Date: 01/16/2024



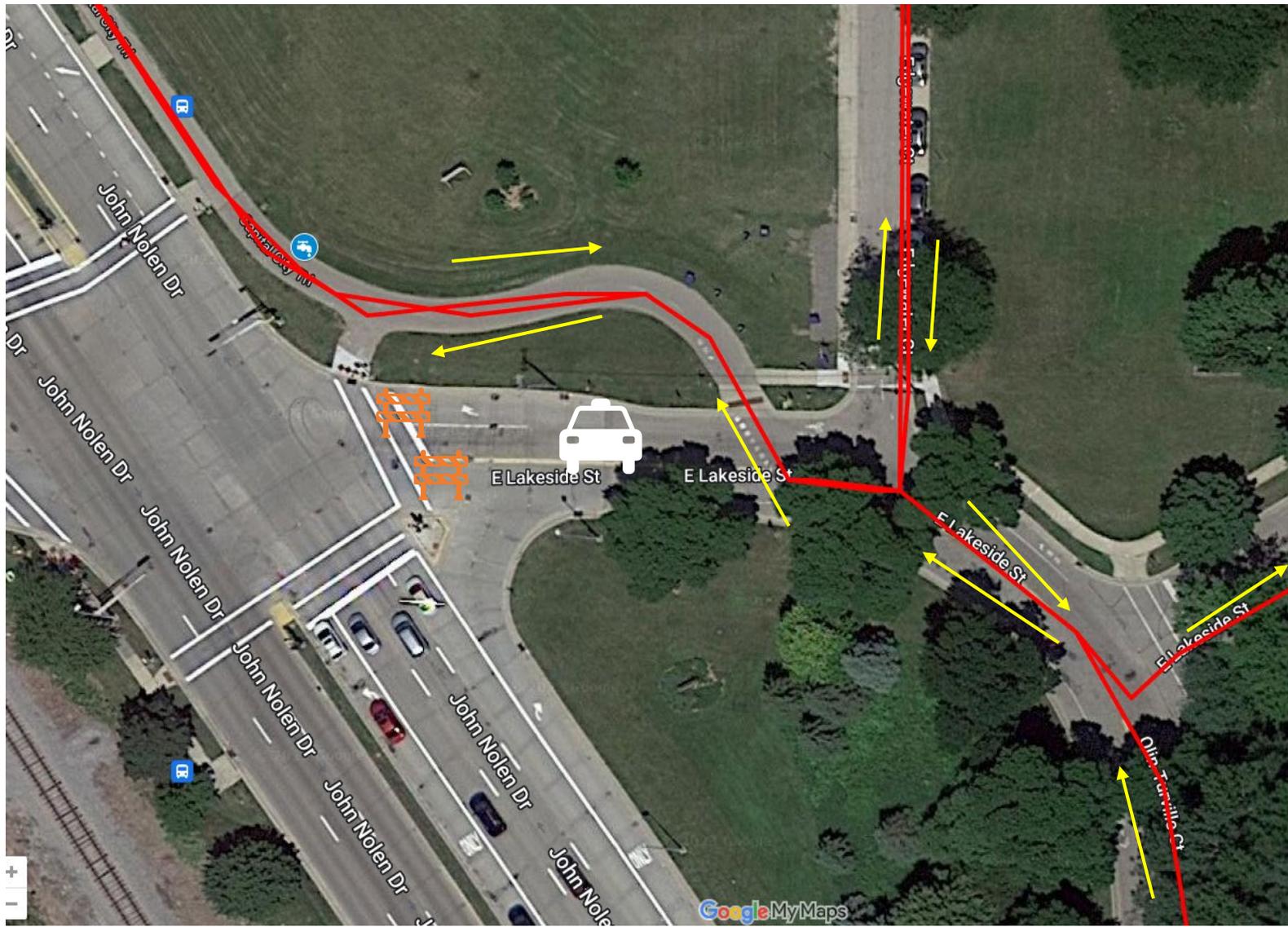


Volunteer/Vendor/Staff  
Parking

-  = Cars
-  = BIKE
-  = CAUTION Bikes Crossing
-  = 2 Type III's



**Friday – Saturday** – staff may park in spots in BLUE below. NO PARKING in the Boat Launch spots or you will be ticketed!!



# LAKE MONONA

EDGEWATER CT.

JOHN NOLEN DR.

OLIN-TURVILLE CT.

SWIM FINISH

SWIM START



OLIN PARK



## SWIM COURSE

- » 1.2 Mile Swim
- » 1 Lap
- » Lake Monona



TRANSITION

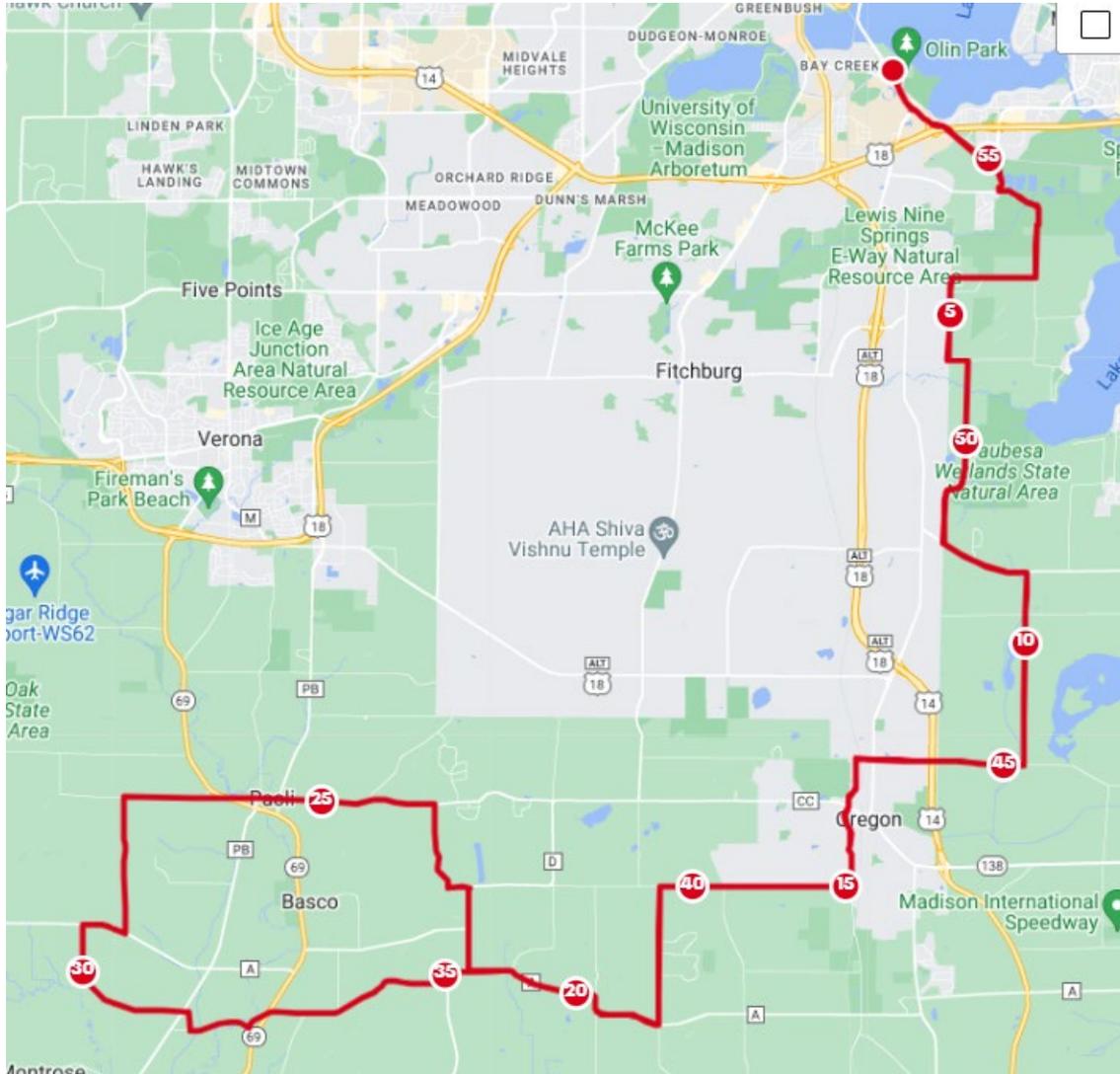


SWIM OUT TO  
TRANSITION

*\*All courses are PRELIMINARY pending permits and approvals.\**

# Milkman Bike Route

<https://www.mapmyrun.com/routes/view/5847006709>



# Milkman Bike Route

## Turn by Turn

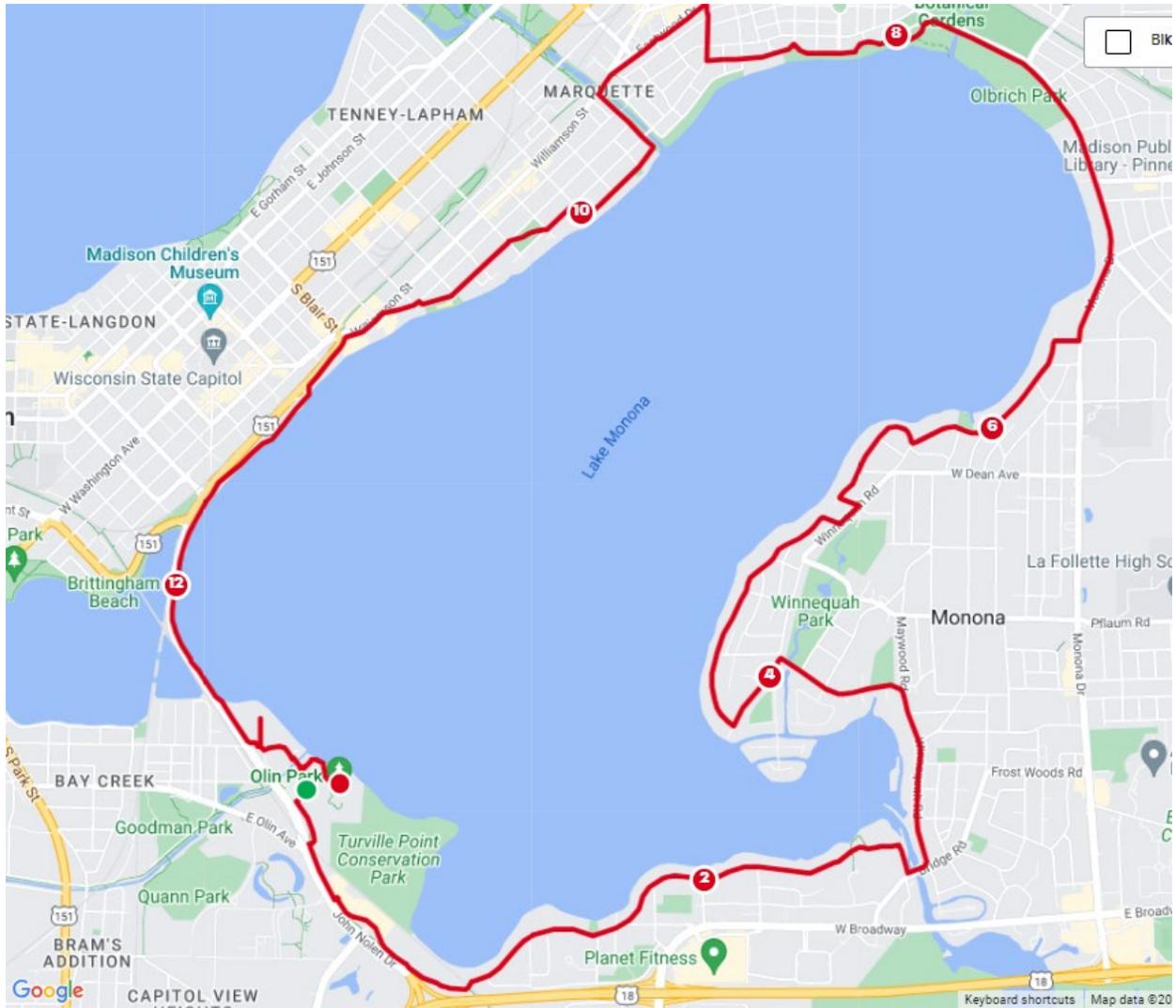
Start: Transition at Olin Park

- Left onto Olin Turville Ct
- Left into furthest left lane of John Nolen Rd (against traffic) Heavy Coned Lane and closed off to traffic.
- Jump onto Capital City Trail at Rimrock Rd and John Nolen Rd
- Continue on Capital City Bike Trail
- Right on Capital City Bike Trail
- Cross South Towne Dr. and continue to Right on Capital City Bike Trail
- Left on Lake Farm Rd (becomes Badger Rd)
- Right on Meadowview Rd
- Left on Lalor Rd
- Left of Hwy B
- Right on Sand Hill Rd
- Right on Rutland Dunn Town Line Rd
- Continue on E. Netherwood St (becomes W Netherwood Rd)
- Left on N Bur Oak Ave
- Continue straight onto S Bur Oak Ave
- Right on Lincoln Rd
- Left on Hillcrest Ln
- Right on Co Hwy A
- Right on Tipperary Rd
- Left on Co Hwy A
- Right on Co Hwy D
- Left on Judd Rd
- Left on Sun Valley Pkwy (becomes Paoli Rd)
- Left on Observatory Hill Rd
- Right on Co Hwy A
- Left on E Cates Rd
- Follow to the right, becomes Schafer Rd
- Follow to the left onto Frenchtown Rd
- Left on Frenchtown Rd
- Left on Co Hwy D
- Right on Co Hwy A
- Right on Tipperary Rd
- Right on Co Hwy A
- Left on Hillcrest Ln
- Right on Lincoln Rd
- Left on S Bur Oak Ave
- Continue straight onto N Bur Oak Ave
- Right on W Netherwood Rd (becomes E Netherwood Rd)
- Becomes Rutland Dunn Town Line Rd
- Left on Sand Hill Rd
- Left of Hwy B

- Right on Lalor Rd
  - Left on Goodland Park Rd
  - Right on Lalor Rd
  - Right on Meadowview Rd
  - Left on Lake Farm Rd
  - Right on Capital City Bike Trail
  - Cross South Towne Dr. and continue Left on Capital City Bike Trail
  - Left on Capital City Bike Trail
  - Jump off trail at Rimrock Rd into furthest right lane of John Nolen Rd (with traffic) Heavy Coned Lane and closed off to traffic.
  - Right on Olin-Turville Ct
- End: Transition

# Milkman Run Route

<https://www.mapmyrun.com/routes/view/5884777993>



# Milkman Run Route

## Turn by Turn

Runners running on the trail or in a designated, coned lane, running against traffic

Start: Transition at Olin Park

- Leave transition onto Olin-Turville Ct.
  - Left onto Capital City Trail Bike Path
  - Left onto sidewalk in front of Holiday Inn Express
  - Right onto John Nolen Drive Service Rd
  - Cross grass/ramp back onto the Capital City Trail Bike Path
  - Follow onto Waunona Way
  - Left onto path along Bridge Rd
  - Left on Winnequah Rd
  - Left on Winnequah Trail
  - Right on Tonyawatha Trail
  - Left on Winnequah Rd
  - Left on Progressive Ln
  - Right on Tonyawatha Trail
  - Left on Winnequah Rd
  - Left on Monona Dr (becomes Atwood Ave)
  - Jump on trail along Atwood, just after the East Side Club
  - Follow trail to the left into Olbrich Park
  - Left onto Lakeland Ave
  - Left on Lakeland Ave at Hudson Ave
  - Right on Division St
  - Left onto Capital City Trail
  - Left on S Thornton Ave
  - Right on Morrison St
  - Left on Rutledge St
  - Right/diagonal through Orton Park on trail
  - Left on Spaight St
  - Left on Jenifer St
  - Left on Capital City Trail
  - Left on E Lakeside St
  - Left on Edgewater Ct
  - Turnaround at end of Edgewater Ct
  - Left on E Lakeside St
  - Left on E Lakeside St
  - Cross Pedestrian Bridge
  - Left in Olin Park boat launch parking lot
  - Right onto trail
  - Left onto park rd near shelter
- FINISH



# Emergency Action Plan And Protocol

Wisconsin Milkman Triathlon  
Olin Park

Updated for the 2024 Event

**This outline will serve as a guideline for Race Day Events to handle emergency situations on race day.**

### **EMS Command Post**

The EMS Command Post will be located at Madison Fire Department #1, 314 W Dayton St, Madison, WI 53703. The post will contain a representative of the event, Police and EMS personnel. The event will communicate via cell based radio and will use cell phones as back up.

### **Event Command - all people in direct radio communications**

<b>Abbey VanValkenburg</b> – Race Director	616.460.8172
<b>Ryan Griessmeyer</b> – Swim Lead:	608.444.2261
<b>Abbey VanValkenburg</b> – Media Liaison:	616.460.8172
<b>Luke Smetters</b> – Announcer:	224-406-2398
<b>Sara Boatman</b> - Volunteer Coordinator:	815-508-7574
<b>Aid Stations:</b>	On Radio
<b>Event Sag Bikes/Vehicles:</b>	On Radio

There will be Dane County Sheriff motos assigned to lead the bikers as well as a vehicle to follow the last biker on the bike course. Madison Police Department motos and bicycles will be assigned to lead and follow the final participants on the run course. There will be additional staff vehicles on both the bike course and run course for set-up and clean-up of the respective courses, as well as to monitor the event and respond to any instances.

Communication to spectators will be made via loudspeaker announcements located at the Start/ Finish Lines and Transition at Olin Park. Volume will be kept to a minimum prior to 8:00am.

**Hospital Transports:** The primary hospital for transports is SSM Health St. Mary’s Hospital (700 South Park Street Madison, WI 53715) as the closest Emergency Department and Trauma Center. Other hospitals include UW Hospital (600 Highland Ave, Madison, WI 53792) and Meriter Hospital (202 S. Park Street, Madison, WI 53715). These hospitals will be used by choice of patient/guardian in the case of less severe injuries or in the setting of an MCI. Madison Fire Department, Oregon Area Fire and EMS, and Fitchrona EMS are the primary ‘on site’ transporters for the event and dispatched per direction of on-site medical director and incident command; however, medical emergencies that exceed or overwhelm race medical resources, will be dispatched through the 911 system and dedicated to the local service provider for all respective territories of the course area.

**Medical Area:** The race medical area will be located adjacent to the finish line and the Olin Park Pavilion. The medical area is designed to triage and to treat minor injuries and provide initial stabilization for more serious injuries. The area is staffed by SSM Health and Madison Emergency Physician Staff along with the Village of Oregon EMS providing additional medical staff, and an ambulance to take medical transports to local area hospitals if necessary.

***Swim Course:*** The swim will have at least 15 lifeguard/volunteers on kayaks monitoring the course, along with event staff on a boat. The Madison Fire Department will be supplying 2 boats, along with the Dane County Sheriff's Department supplying 1 boat. The Madison Fire Department will have 1-2 ambulance on standby near the boat launch.

***Bike Course:*** EMS will be provided by respective jurisdictions, including the Village of Oregon Fire/EMS, Fitch-Rona EMS (if needed), and City of Madison Fire Department. The Village of Oregon Fire/EMS and Fitch-Rona EMS will be backfilling each other if a transport is needed in their jurisdiction.

Madison Police and Dane County Sheriff will be monitoring intersections throughout the course.

***Run Course:*** EMS will be provided by the Madison Fire Department and Monona Fire Department, and the Madison Police Department and Monona Police Department will be monitoring intersections throughout the course.

## What Event Day Emergencies Can Occur?

Issues that may occur on the day of an event include:

- **Severe or Extreme Weather Conditions – Weather related emergencies,**
- **Emergency course changes (in case of on-course fires, vehicular accidents, overnight storms or flooding)**
- **Swim related injuries or drowning.**
- **Accident along the course involving bikers and/or runners**
- **Participant death**
- **Major medical emergencies**
- **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 or rely on them to enact their own public safety response plan.

### Starting Line Announcements:

***For weather:*** “Attention participants, our weather forecasters have informed us that (**weather condition**) is in our area. In the best interest of all and the safety and wellbeing of our athletes, spectators, volunteers and safety workers along the route, we are delaying the start of the race for **X** minutes. Please seek shelter immediately.”

***For emergency course changes:*** “Attention athletes. The Madison Police Department and/or Dane County Sheriff’s Office has informed us that because of unforeseen circumstances. there will be a slight course change at mile \_\_\_\_ of the \_\_\_\_ course. Please 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 athletes. Because of \_\_\_\_\_, the start of event will be delayed \_\_\_\_\_ minutes. We plan to start the race at XX: XX P.M.. We will keep you updated of the start time, but please, stay near the starting line.”

### Emergency During Event:

#### Weather Related:

Race Officials 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. **The proximity threshold for lightening is 10 miles.** The Race Director will make the final decision regarding the start of the event 20 minutes prior to published start time. If conditions prohibit the start of the race on schedule, appropriate delays will occur until safe to do so. If conditions do not allow the race to start on time, the race will be modified or cancelled. 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.

If dangerous weather conditions occur during the race or temperatures become too dangerous, the Race Director, in consultation with local authorities will make any decisions regarding the status of the event. Athletes will be notified on course by event personnel or police as deemed necessary.

If inclement weather occurs after the race has started, event personnel, athletes and volunteers are on their own to seek shelter. Weather issues will be communicated using the communication plan outlined below. If needed and safe, our shuttle services busses, along with staff vehicles will start to pick up athletes on course.

### **Communication Plan for Broadcasting Weather Issues:**

The event Race Director will monitor weather radar and reports via internet weather websites.

Should inclement weather be forecasted and/or threatening the race, Race Command will be in contact with the Race Director to inform them of the situation. Based on information received, threat of weather, location of weather, and direction of travel for weather, a decision regarding the race will be made. The Race Director will make all decisions regarding the race needing to be stopped, shortened, or changed. Communication with Madison Police and other parties will be made through the Dane County Communication Network. Decisions regarding the race will be communicated to race staff, aid stations, and volunteers on course via the race radios. All communications will use cell phones as back-up communications.

**Weather information will be relayed to the Media by the Race Director; and will be the only spokespeople for any media questions.**

### **Lost Child Plan:**

Any child that is separated from their parents, near the race site, will be brought to the finish line announcer. The announcer will request that the parent(s)/guardian (by name) will come to the Finish Line. It will also be announced over race radio. Staff member MUST stay with child until reunited with parent(s)/guardian. 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 the lost child and bring them to the announcer stand. Likewise, as Police are approached regarding missing child, it should be communicated to race command so it can be broadcast to Event Staff.

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

In the event of any medical emergency throughout the course area, staff will enact the '911 system' and/or work with on-course medical staff to provide care. In an attempt to manage the progress and safety of all event participants, Race Day Events will supply all staff and each aid station on course with a cell-based radio. Cell phones will be used as a backup method of communication. Additionally, there will be 3 vehicles (Bike and Run Courses) as well as bicycles on the run course leading runners throughout the event. Bicycle leads will be tasked with circling back around to follow the last participants.

**\*\*\*THE ENTIRE EVENT SITE/COURSE WILL MAINTAIN A MINIMUM OF A 20' TRAFFIC LANE FOR EMERGENCY PERSONNEL ACCESS THROUGHOUT THE EVENT\*\*\***

**If there is serious injury along the course, CALL 911 IMMEDIATELY!**

Time is of the essence and radio or phone relays back to the EMS personnel only delay treatment. Only call 911 for serious injury, not sprains or scrapes.

The event personnel and EMTs at the finish line WILL NOT treat spectators unless a life threatening injury occurs.. If there is a traumatic incident involving spectators, the Race Director will be notified and decide on the appropriate action and care to be administered.

***Injuries:*** If someone is seriously injured during the race, the Race Director 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 area or hospital, course volunteers should attempt to obtain the name and/or race number of the participant/patient. This is the best and most expedient way to identify the person and contact her/his family. Pass that information along to the event Race Director, 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.

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

**Media Management:**

***First,*** identify the problem. DO NOT speculate on what the issue may be, before the facts are known.

***Second,*** DO NOT make any statements to participants, media, or others. The Emergency Management Committee (EMC) will include the Event/Race Director, Course Director, Operations Director, and Marketing Director. The EMC can be expanded to include the jurisdictional police department, jurisdictional fire department, communications personnel, medical director or emergency health personnel, and event volunteer coordinator, depending on the nature of the emergency and the specific event staffing. Any meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official event position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting.

***Third,*** be honest. The object is to relay accurate information while keeping the message simple, proactive and as positive as possible.

***Fourth,*** name ONE person who is the official spokesperson of the event (ex: Event/Race Director, Operations Director or Marketing Director). All follow-up media requests will be directed and

coordinated through the Marketing Director. This is done to maintain consistency in the message communicated from the event.

*Fifth*, any request for information, regardless of source, will be handled through the Marketing Director, whom then will schedule a response from the spokesperson. If it is a major event crisis, a news conference will then be scheduled.

*Sixth*, follow up on a regular basis with updated information as long as the situation is unresolved. For example, delays at the start should be announced every five minutes, with brief explanations on what is being done to rectify the situation.

No general announcement is needed to the public at the start-finish area, but the media may hear about an on-course problem and ask for a clarification or reaction. If you are asked for a comment BEFORE the information is in, and BEFORE you have had a staff meeting, say that “an official statement will be forthcoming”, then:

1. Assess the situation. Is it a health emergency? Is it a traffic emergency? What is the appropriate response that will cover the facts while still putting the event in the best position possible?
2. Compose an official statement. This is what will be given to the media, with NO deviation from the talking points. **DO NOT interject opinions.**
3. If there are several requests for reaction, call a news conference. Contact media on site, plus contact local news outlets on the media contact list and inform them of a news conference to release an official statement. If it is appropriate to have other officials in addition to the event spokesperson, have those persons available at the news conference (i.e. if it is a traffic issue, have a police spokesperson there). Note: If the emergency is medical in nature, there is little that can be disclosed due to HIPA laws.
4. Keep the situation information flowing! If there are updates, let the media know. Keeping information from the disseminating sources only leads to speculation and false information.

**ANY official crisis statement made by the event should be posted on the event website as quickly as possible.**