

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Brad Rogstad  
Race Day Events  
2829 Royal Ave  
Suite 100  
Madison, WI 53713  
Email:  
Brad.Rogstad@racedayevents.Com  
Phone: (312) 446-0220

### Contact During Event

Brad Rogstad  
Race Day Events  
2995 Sub-zero Parkway  
Fitchburg, WI 53719  
Email  
Brad.Rogstad@racedayevents.Com  
Phone: (312) 446-0220

### 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 Line: 825 State Street and will go north on Park Street to the path. It will follow the path west until it comes south on the east side of the Near West Fields to Observatory. The route will go east on Observatory back to Park Street where it will go south to Langdon. It will continue east on Langdon, ending at 10 Langdon Street.

## 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
12/21/2024	11:00 AM	12/21/2024	3:00 PM	12/21/2024	4:30 PM	12/21/2024	6:30 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?: **No**

## 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
12/21/2024	2:00 PM	12/21/2024	4:30 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?:

Yes

**Event Website:** <https://runsantarun5k.com/>

**Notes:** Step into a winter wonderland as downtown Madison, Wisconsin, transforms into a merry playground for the festive Run Santa Run 5K. Lace up your running shoes and join the jolly crowd as hundreds of Santas, elves, and penguins take over the streets, spreading holiday cheer with every step. The festive atmosphere is contagious with a visit from Santa Claus, fun aid stations, and a race to stop the Grinch from stealing Christmas! Whether you're an avid runner or simply looking for a jolly good time, this spirited event promises laughter, holiday spirit, and a dash of competitive fun for all ages.

## 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

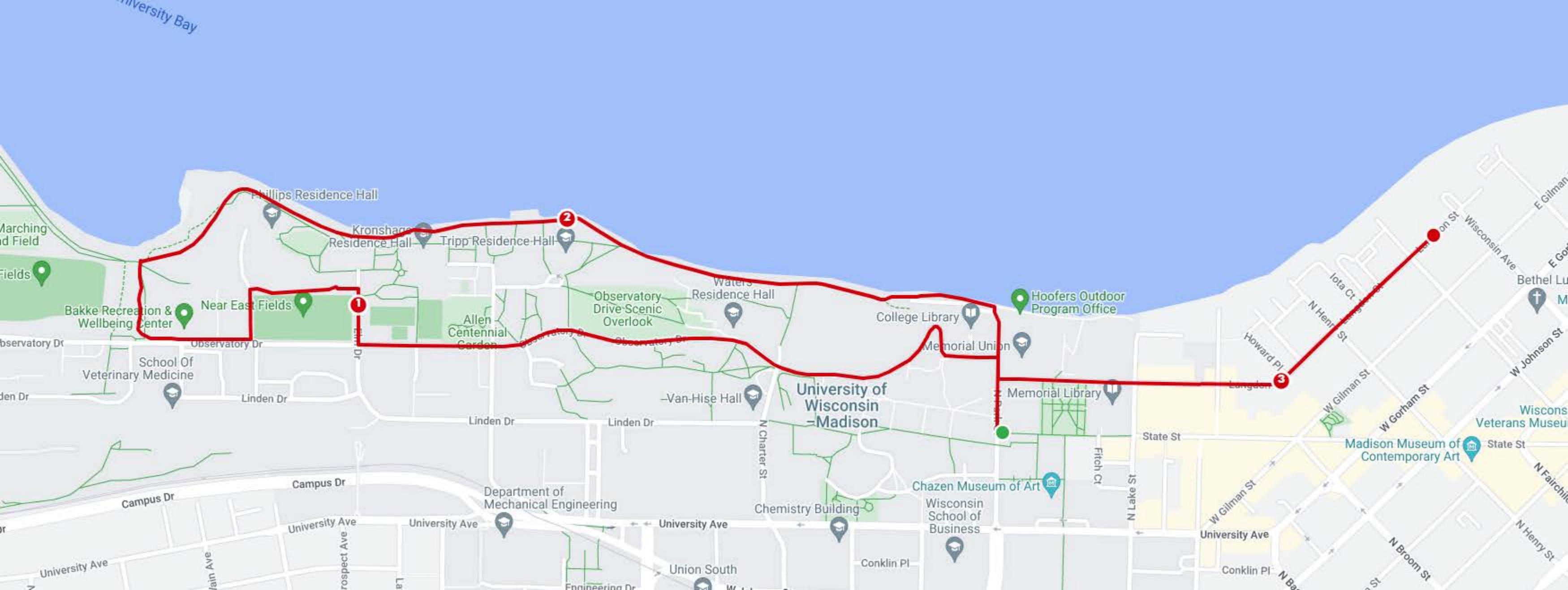
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By initialing, I/we  
waive the 21-day  
decision  
requirement :

Signature: Brad Rogstad

Date: 08/26/2024







# Emergency Action Plan and Protocol

Run Santa Run 5K

Updated for the 2024 Event Season

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

### **EMS Command Post**

The Event Command Post will be located at the Edgewater near the finish line on Langdon Street. The post will contain representatives of the event, security personnel, and EMS Staff. The event will communicate via radio with cell phones as back up. Medical emergencies will use the 911 system.

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

**Brad Rogstad** – Race Director: 312-446-0220

Communication to spectators will be made via loudspeaker announcements located the Start and Finish Line on Mifflin St.

**Hospital Transports:** The primary hospital for transports UW Hospital (600 Highland Ave, Madison, WI 53792). Other hospitals include St Mary's Hospital (700 South Park Street Madison, WI 53715 ) and Meriter Hospital (202 S. Park Street, Madison, WI 53715). These hospitals will be used by choice of patient/guardian and/or in the case of less severe injuries. Madison Fire/EMS is the primary 'on site' transporter for the event; however, all on course transports will be dispatched through the 911 system and dedicated to the local service provider for all respective territories of the course area.

**Medical Area:** There will not be a designated medical area established due to distance and nature of the event.

### **What Event Day Emergencies Can Occur?**

Issues that can be faced on the day of an event are:

- **Severe or Extreme Weather Conditions – extreme low/high temperatures, high-speed winds, heavy snow, dense snow conditions (snowfall/blowing)**
- **Emergency course changes (in case of on-course fires, vehicular accidents, overnight storms or flooding)**
- **Accident along the course involving vehicles and/or 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).

***Starting Line Announcements:***

***For weather:*** “Attention runners, our weather forecasters have informed us that dangerous weather 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 Madison 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 run. 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 runners. Because of \_\_\_\_\_, the start of the run will be delayed \_\_\_\_\_ minutes. We plan to start the race at XX:XX P.M. (as soon as the situation is corrected). We will keep you updated on the start time, but please, stay near the starting line.”

Should inclement weather be forecasted/threatening the race, 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-ups and land-line phones (where available) in the event that cell phone service is unavailable.

**Weather information will be relayed to the Media by the Race Director; and will be the only spokesperson 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 stand. The announcer will request that the parent(s)/guardian (by name) will come to the Finish Line Announcer Stand. 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. 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'. 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 two-way radio (supported by a long-range repeater). Cell phones will be used as a backup method of communication. Additionally, there will be 3 vehicles as well as 2 bicycles on course leading and monitoring runners throughout the event. Bicycle leads will be tasked with circling back around to follow the last participants and assist in maintaining safety and as an additional awareness to motorists whom may be traveling near the course area.

**\*\*\*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. Only call 911 for serious injury, not sprains or scrapes. Event personnel will be available to provide rides back to start/finish line.

***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 statement to runners, 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 as 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 and 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.**