

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Ryan R Richards
Ironman
5976 Executive Dr. Suite B
Fitchburg, WI 53719
Email: Ryan.Richards@ironman.Com
Phone: (608) 209-6958

Contact During Event

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Event Information

Name of Event: Ironman 70.3 Wisconsin

Event Type: One Day

Estimated Attendance: 5000

Is this a new event: No

Event Additional Information

Run/Walk: ☐

Music/Concert: ☐

Festival: ☐

Rally: ☐

Parade: ☐

Posting no parking signs or bagging meters? ☐

Other: ☒

If other, please describe:

Triathlon
Swim in Lake Monona, Bike in Dane County, Run around Lake Monona following Lake Monona Loop

Site Map

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

Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

3200 - 1600 Waunona Way,
3700-3200 Atwood, 3100-2100 Lakeland Ave, 2000 -
1800 Yahara Place, 1500-1300 Morrison, 700
Baldwin, 1200-1100 Rutledge, 600 Ingersoll, 1000-700
Spaight, 600-500 Williamson St.

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
06/09/2018	3:30 am	06/10/2018	7:30 am	06/10/2018	17:00	06/10/2018	18:00	

Temporary (Picnic/Beer) Licenses

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

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

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
06/10/2018	6:00	06/10/2018	17:00	

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.

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

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

Marketing

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?:

Acknowledgement

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

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

Signature: Ryan Richards

Date: 05/10/2018

Ironman 70.3 Wisconsin Schedule and street use

Friday 6/8/18 – Olin Turville Ct. Between the gates becomes one-way to the north.

Saturday 6/9/18 – Olin Turville Ct. continues as one-way to the north.

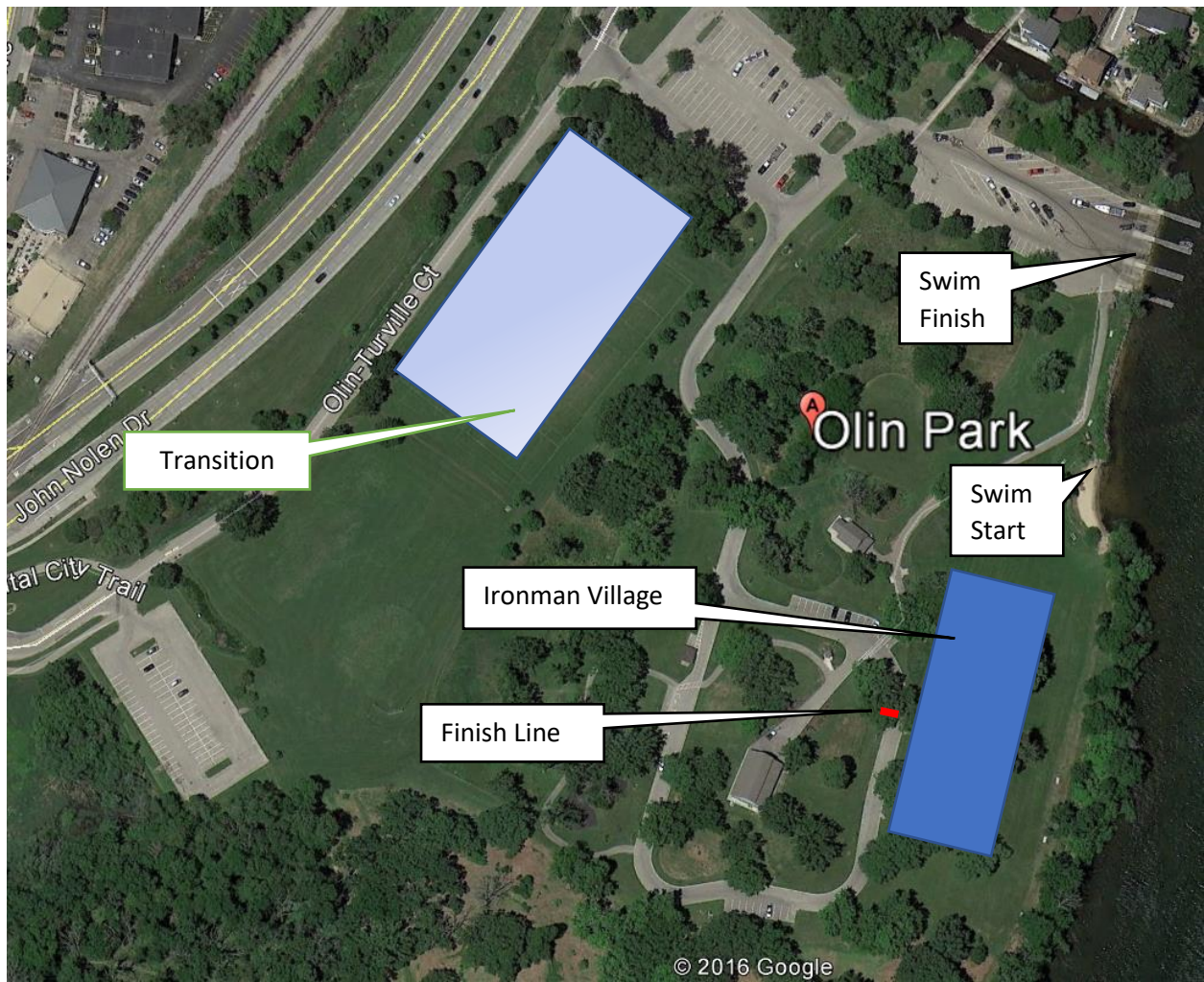
Sunday 6/10/18 – Olin Turville Ct. is closed to traffic between gates. Access is maintained to boat launch. Boaters should use Lakeside St. entrance.

Route for Bike Course

Bicycles follow Capital City Trail under Beltline and cross Nob Hill Rd.

Continue on Capital City Trail to turn right onto South Towne Dr. which becomes Raywood Dr.

Riders continue on loop through Oregon and return through Fitchburg and then back into Madison traveling North on Rimrock Rd. Through the Alliant Energy Center then under John Nolen via Capital City Trail







2018 Safety and Operations

Safety Operations Plan

Overview

EMS Operations for IRONMAN are a combination of numerous resources and personnel from a multitude of agencies, both volunteer and career. EMS Operations for the race are part of the overall Ironman Medical Plan and fall under the medical direction of race medical director. Ironman EMS resources; ambulances, personnel, communications/dispatch, and the medical tent, function as their own EMS system with the sole purpose of providing treatment and transportation to the select sub-group of Ironman race participants. Emergent medical care of spectators and the general public is the responsibility of the existing 9-1-1 system and its established providers, agencies, and medical direction. In the event Ironman EMS personnel should be witness to a medical emergency involving someone other than a race participant, they should notify the 9-1-1 system immediately and provide emergent medical care until 9-1-1 system resources can arrive and assume responsibility for the incident.

Each athlete/patient with medical issues will require some careful triage. If you have not received information on the athlete before your arrival on the scene contact EMS Command and supply the athlete's bib number. Race Command has access to the Athlete Medical Database and can inform of any medical conditions that may help assess and treat the patient. Should that athlete continue the race? Do they need transport or a short time to recover and continue on in the race? If they are transported, are they going to the medical tent or to the ER?

Problems such as cramping, nausea, vomiting, exhaustion, abrasions, visual disturbances, corneal abrasions, dehydration, diarrhea, abdominal cramping, mild cases of bronchospasm, mild allergic reactions, mild trauma, and most cases of dizziness can be handled in the medical tent. Suspected cases of hypothermia or hyperthermia without associated altered mental status are also medical tent scenarios if a transport does occur. Suspected hypothermia or hyperthermia associated with altered mental status need to go to the ER. Think of the medical tent as an immediate care facility, not a place for definitive care.

Hypoglycemia can be treated and released with anything that the athlete can access on the course, such as Gatorade, Coke, or Power-Gel. Medications such as oral glucose, 050, or Glucagon will disqualify the athlete regardless if they quickly recover or not. Oxygen is considered to be a medication and it is not readily available everyone, so oxygen administration will medically disqualify a contestant.

Any type of significant trauma needs to go to the ER. Injuries such as concussions, broken collarbones, shoulder separations, ankle fractures, etc., are all worthy of a trip to the hospital for definitive care. Situations of compromised mental status need to be evaluated very carefully. If the patient is slow to respond but oriented he/she should be allowed some time to recover and continue the race before transport to the medical tent is warranted. If the patient has experienced syncope or is disoriented on exam, then it's time to head to the ER.

Any condition you suspect is cardiac related or anything you are uncomfortable with should go to the ER. If you have a question regarding transport destination contact Race Command by radio for a consult. The placement of a cardiac monitor on a patient for observation is not grounds for disqualification on its own. Drug administration, IV infusion, or ambulance transport means the race is over for that individual. Helping an athlete bandage/clean road rash, wrap an ankle, treat blisters, etc. are not grounds for disqualification. If in doubt regarding minor injuries: treat, report treatment and bib number and then send athlete on their way. Ironman Staff will handle race disqualification.

Athletes will obviously be reluctant to abandon the race. Most will have a realistic idea of whether or not continuing is medically appropriate. If a situation occurs where you feel that the athlete should not continue the race and you are not successful in convincing the athlete to withdraw for a trip to the medical tent, contact Race Command and an Ironman Staff member will respond. You have the authority to have an athlete removed from the race for medical reasons if necessary.

If the athlete continues out on the course, provide a race bib number and we will intercept him for this evaluation. Make sure you report the race bib number for proper logging.

EMS Command Post

The Race Command Post will be the South District Police Station located at 825 Hughes Place Madison, WI. The room will contain representatives of Ironman, City of Madison Police, Dane County Sheriff, 911 Dispatch and City of Madison Fire, City of Fitchburg Police, City of Fitchburg Fire, Fitch-rona EMS, Oregon PD and Oregon Fire/EMS area also welcome to be in the Race Command Post . Communication will be handled within each department but by being in the same room, communication will flow freely between groups as necessary. Ironman will communicate via radio with repeater network with cell phones as back-up.

Hard-line for command post – 608-266-4785 needs verification for 2018

Hospital Transports

The primary hospital for transports is UW Hospital located at 600 Highland Ave. Other hospitals include Meriter, located at 202 S. Park St. and St. Mary's, located at 700 S. Park St. These hospitals will be used by choice of patient and/or in the case of less severe injuries.

Medical Tent

The race medical tent will be located in Olin Park just off of John Nolen Dr. This is located near the finish but allows for access for medical transports to local hospitals. Each bed group or "pod" is staffed with 2-3 RN/EMT-1, EMT-P, 1-2 LPN/EMT and a non-medical runner. 1 Physician or PA oversees each pod. Each bed is equipped for IV. Oxygen is from the ambulances onsite if necessary. ATC and CMT are also available to support the treatment of athletes.

Dr. Mark Anderson is the medical director cell phone 608-577-8181
Wisconsin Medicine and Surgery
Jennifer Nale, PA is assistant – 608-516-1220

The Swim Course (1.2 miles)

The swim course is a triangular, counter clockwise, 1-loop course. All athletes will have 1 hour and 10 minutes to complete the swim portion. Any athlete not making the time cut-off will be disqualified from the race.

The course will be staffed with kayaks, PWCs, paddleboards and powerboats. Lifeguards will be occupying many of these craft. See swim diagram for representation of location of resources. Any athlete removed from the water requiring ambulance transport is to be immediately taken to the ambulance posted on shore near the boat launch to the northwest.

When a swimmer in trouble is identified, a lifeguard will sound a whistle and aid the troubled swimmer. Should that swimmer be conscious, he/she will be aided to a non-medical boat for recovery. If his/her condition appears urgent a medical boat will rendezvous for transfer. In the event of an unconscious swimmer being pulled from the water, one of the medical boats will be requested for immediate pick-up. Note: Once the swim starts, it is nearly impossible to stop it. In the event of lightning or an event of catastrophic proportions, race officials will attempt to close down the swim course.

DCS boat will patrol the exterior of the course to keep non-event watercraft away. Divers will be used only for search and body recovery, not for rescue efforts.

Madison Fire will also have a rescue boat on-site to assist with safety and monitoring the course.

The swim will not start until all EMS personnel and equipment are on post and ready. It is not sufficient to be "en route" to post. The event will start at 7:00 am with a rolling start meaning 2-3 athletes at a time every few seconds.

All EMS personnel assigned to swim will meet at boat Launch Ramp at 6:20. **Must be on post by 6:40.**

The primary extraction point is located at the boat launch at Olin Park. Ambulances will be on-site.



The Bike Course (56 mile loop)

The bike course consists of a 1 loop to the south of Madison. After leaving transition, the athletes will leave following bike path along John Nolen Dr. continuing through Oregon and Fitchburg, before returning to Olin Park via Rimrock Rd. through the Alliant Energy Center. All athletes will have 4 hours to complete the bike course. Athletes not completing the bike course before the time cut-off will be disqualified from the race.

Bike related trauma can occur anywhere, units need to be especially careful to operate safely at all times and to not impede the cyclists if at all possible.

Ambulances for the bike course report directly to their assigned aid station/course locations. Aid Stations are represented by water drop symbol on map. As ambulances respond to athletes with medical problems, some of those athletes will require transport to the medical tent or possibly the hospital, once they deliver a patient to the medical tent they will be reassigned to an open aid station or dispatched directly to an incident on the course. As the last cyclist makes their way around the bike course, ambulances and aid stations will progressively be shut down. Ambulances will be released at this point unless weather and casualty rate for the day dictate otherwise. Ambulances should report to EMS command to clarify their status and to return any equipment or radios before withdrawing.

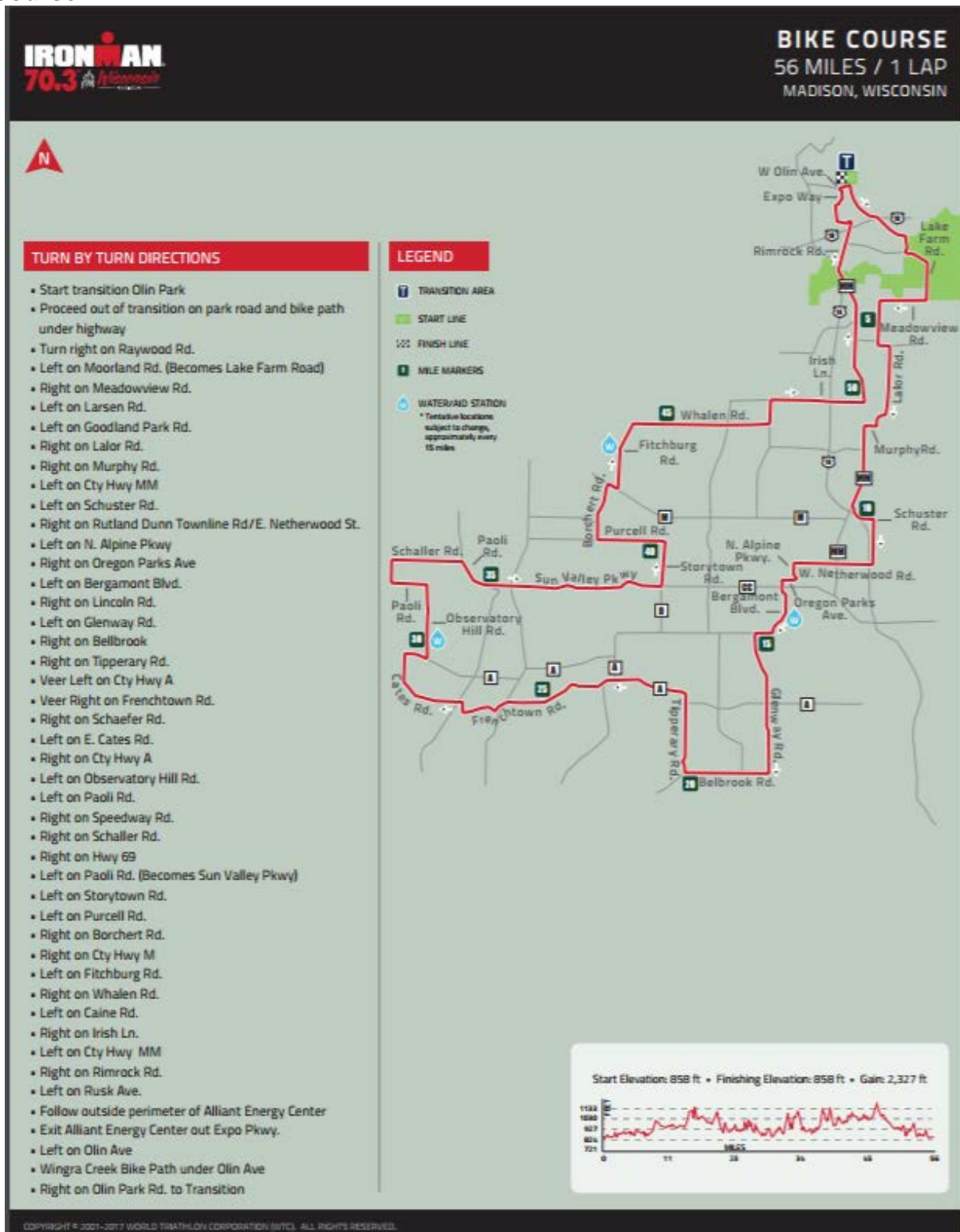
Bike Sag Plan

Volunteers will be on course to provide rides to athletes who can not continue in the race. There will be 2 volunteers per vehicle, 1 to drive and 1 to handle radio calls and navigation.

Bike Mechanical Plan

Trek Stores of Madison will be providing tech/bike mechanical support for the event. They will have 3 vehicles out on course to help participants that have mechanical issues. They will be in radio contact with race communications. 1 vehicle will leave with the first few riders and will continue to monitor the course. The second vehicle will leave after about 1/3 of the athletes have left on their bikes and the final vehicle will leave near the end of the pack.

Bike Course



The Run Course 13.1 Miles

The Run Course is a 1 loop route around Lake Monona. Athletes will have 3.5 hours to complete the run course. Athletes who do not complete the run course before the cut-off will be disqualified from the race. There are 12 aid stations around the route that will provide food, water and Gatorade to the athletes during the race. These aid stations will also serve as pick-up points for athletes that withdraw from the race.

Run Sag Plan

There will be 2 volunteers in golf carts monitoring the course and offering rides to aid stations as athletes choose not to continue. There will be a volunteer in a vehicle as well as staff on course to offer rides back to the finish from the designated pick-up points.



Weather related issues

The Command Center will continuously monitor weather reports including active radar starting 2 hours prior to the swim 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 swim. After race start, weather updates will be broadcast whenever any weather condition of concern is detected. Threshold for lightening is 10 miles. Decisions will also be based on location of lightning as well as direction of travel for the storm.

Inclement Weather

- If the potential exists for hazardous weather the Race Director will inform all swim staff and the race announcer. Announcements will be made regarding conditions as well as updated times for starting.
- The Race Director and Swim Director will decide on the start of the swim by 6:30 am. If conditions prohibit the start of the race, a start delayed to 7:30 am will result in a full swim with the cut off time 1 hour and 10 minutes after the start, all cut off times on the bike and run courses will remain in effect. A start delay until after 7:30 am will require shortening the swim but other legs of the race will remain full course. If by 8:00 am, conditions prohibit the start of the swim but allow for continuation of the race, the swim will be cancelled and a duathlon will start at 8 am. Athletes will be sent off in a time trial format from transition.
- Should hazardous weather arise during the swim, the Race Director will cancel or shorten the swim portion of the event if possible. The Swim Director will then inform all swim captains and boats that the swim has been cancelled. All volunteers will advise the athletes to return to shore.
- If inclement weather occurs after the bike or run portion have 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 and parking structures in the city of Madison.

Communication plan for broadcasting weather issues

Ken and Sara High will be in the race command center. Ken will be monitoring weather radar and reports via internet weather websites. Ken will also be in direct communication with 911 dispatch regarding anything they are hearing regarding dangerous weather.

Should inclement weather be forecasted/threatening the race, Ken will be in contact with Ryan Richards, Race Director and Frank Lowery, Ironman Operations Manager to inform of 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. If race needs to be stopped or shortened or changed, Ryan Richards, Race Director will make that decision. Communications to Dane County Sheriff and all 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 race radios. All communications will use cell phones as back-ups and hard lines as a back up to that where possible.

Ironman Race Command - all people in direct radio communications

Ken High – Ironman Communications

Ryan Richards – Race Director

Frank Lowery – Ironman Operations Manager

Derek Scheer – Ironman Swim Course Lead

Jason Beren and Mark Larson

Swim communication to boats, kayaks on course and spotters on shore via marine band radios

Ryan Griessmeyer – Bike Course Lead

+2 Bike Course staff

3 bike aid stations

1. Bergamont Blvd. south of Oregon Parks Ave
2. Frenchtown Rd. east of Hwy 69
3. Purcell Road and Sayles Trail

3 Bike Mechanics

2 Spotters/Officials on bike course

2 Bicycle sag vehicles

Brodie Birkel– Run Course Lead

+ 2 run course Staff

12 run aid stations

1. Waunona Way and Capital City Trail
2. Esther Beach Park
3. Bridge Road
4. Winnequah Road and Healy Rd.
5. Wyldehaven Park
6. Schuter Park
7. Olbrich Park at East Side Businessman Club
8. Lakeland and Olbrich Park
9. Eastwood and Divison on Capital City Trail
10. Morrison Park Morrison St.
11. Law Park Boat Launch
12. Olin Park at far north end

2 Run Sag vehicles

2-5 staff on-site near finish

Communications to spectators will be made via loudspeaker announcements located at Olin Park (Start, Transition and Finish)

Lost Child Plan

Any child that is separated from their parents, near the race site, will be brought to the announcer stand. There will be an announcer stand at the swim start, in transition as well as at the finish. The announcer will announce the lost child and ask parents to come to announcer stand. It will also be announced over race radio. Staff member will 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 Ironman command so MPD and/or DCS are aware of situation on site. Announcer will also ask for people to look for child and bring them to the announcer tower. Likewise as MPD or DCS are approached regarding missing child, it should be communicated to race command so it can be broadcast to Ironman Staff.