

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Madison Marathon

Event Organizer/Sponsor: Madison Festivals, Inc.

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☒ Yes ☐ No

MANDATORY: State Sales Tax Exemption Number:

ES#: 022952

OPTIONAL: Federal Tax Exempt Number:

Address: 5976 Executive Drive, Suite B

City/State/Zip: Fitchburg, WI 53711

Primary Contact: Ryan Richards

Work Phone: 608-276-9797

Email: richards@racedayeventsllc.com

Phone During Event: 608-209-6958

Website: madisonmarathon.org

FAX: 608-276-9780

Secondary Contact: Erin Dougherty

Work Phone: 608-276-9797

Email: erin@madisonfestivals.com

Phone During Event: 920-420-7137

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: Various local charities/non-profits

Estimated Attendance: 15,000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☒ Yes ☐ No

Hours: 6am to 2pm

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: Map attached

EVENT DATE(S)/SCHEDULE

Date(s) of Event: 11/11-11/12 set up and take down

Event Start and End Times: 11/12 7am-2pm

Rain Date (if any): NA

Set-Up Start Time: 11/11 8am

Take-Down Start Time and End Times: 11/12 2pm-7pm

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

[Signature] 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

[Signature]

Date

3/21/17

2017 Madison Marathon Event Schedule

Thursday, November 9

- NO PARKING signs are placed by City Parking and confirmed by Madison Police
- Course is marked

Saturday, November 11

- 8:00am – the 100 block of Wisconsin Ave. is closed for set up
- 8:00am - the 200 block of MLK is closed for set-up
- 8:00 am – the 100 block of E. Washington is closed for set-up
- 3:00 pm – Start and finish line set up begins on Mifflin St., Pinckney St. and East Main St., portable restrooms delivered to the Square and to course locations

Sunday, November 12

- 2:00 am – Course set-up begins
- 5:00 am – Intellasound arrives to set-up start line sound system
- 5:00 am – Timing company arrives to set-up start line
- 5:30 am – Water is delivered to start line
- 6:15 am – Race announcements begin
- 6:50 am - 7:10 am Wheelchairs, marathon, half marathon start. Merchandise, food and beverage sales begin
- 6:45 am to 1:30 pm – Ongoing race management
- 9:00 am – Volunteers/vendors begin course pick-up
 - Coolers
 - Water Bottles
 - NO PARKING signs
- 1:00 pm – Last runner crosses finish line, amplification ends, merchandise, food and beverage sales end
- 6:00 pm – Course is checked, tear-down is finished

Site Map – Attached

Safety and Security Plan

Officers from the Madison Police Department, Madison Fire Department, UW Police Department will be stationed in the race command center and on the courses to oversee race progress. Private security will oversee security at the start/finish lines. Additional staff will include Madison Marathon senior staff and the communications coordinator.

Security

- 1 Madison police motorcycle escort will lead the full marathon runners.
- Madison police officers will be posted throughout the course.
- UW police officers will be posted throughout the campus and Arboretum sections of the course.
- 6-8 Maple Bluff police officers will be posted along that section of the course.
- Madison Marathon course marshals and volunteers will also be posted throughout the course.
- Private security personnel will be present at the start and finish lines to maintain crowd control.

Safety

- UW Health physicians supported by additional professionals will staff the finish line medical aid tent.
- UW Sports Medicine professionals will be mobile in 5 sectors throughout the course.
- 3 UW Sports Medicine professionals on bicycles will be present to reach runners on the course.
- Maple Bluff EMT will be traveling that section of the course on golf carts to aid runners.
- Madison Fire Department paramedics on bikes will be present to aid participants on the course.
- Madison Fire Department paramedics will staff a chase vehicle to reach injured runners.

- Town of Madison paramedics will be present at the finish line to aid participants.
- Madison Marathon bike escorts will be available on the course to aid runners.
- Madison Festivals has a crisis communications plan to handle shelter for severe weather and runner emergencies

Recycling Plan

Madison Marathon will utilize Race Day Events recycling receptacles for recycling during the event. Receptacles will be placed along the start and finish line streets along with trash cans. Madison Marathon volunteers will be responsible to change out the bags as they fill and carry full bags to recycling dumpsters set out near the finish line. These dumpsters will be clearly labeled as recycling dumpsters and will be provided by Pellitteri Waste Systems. The Madison Marathon uses recyclable containers when at all possible.

Notification Schedule

Downtown businesses have been notified with the help of Madison Central Business Improvement. Madison Festivals will continue to work with BID to maintain communication with downtown merchants/restaurants.

Area residents will be notified of race weekend street closures starting in October via newspaper and radio ads

Neighborhood associations through which the course travels will be notified via written correspondence as soon as possible.

Arboretum residents will be notified via written correspondence starting in October.



UNIVERSITY AVE

CAMP
RANDALL

REGENT ST

ROHE
CENTER

LAKE MONONA

DANE COUNTY
REGIONAL
AIRPORT

Bridges Golf Course

MAPLE BLUFF
COUNTRY CLUB

LAKE MENDOTA

Tenney
Park



12

ON AVE

etc

4



U

1990 1991 1992 1993

Year	Percentage (%)
1990	65
1992	75
1994	70
1996	65
1998	62
2000	60
2002	58
2004	55

7



MILE MARKER

MEDICAL TENT

FLUID STATION

HALF ROUTE



elite Cartography
www.elitecartography.com





**Murphy
Desmond^{SC}
LAWYERS**

**LAKE
MENDOTA**



**LAKE
MONONA**

- 1** MILE MARKER
- +** MEDICAL TENT
- 💧** AID STATION
- FULL ROUTE

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Emergency Action Plan And Protocol

Updated for the 2017 Event Season

This outline will serve as a guideline for Madison Festivals, Inc. and Race Day Events 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. The room will contain representatives of the event, City of Madison Police, UW Police, 911 Dispatch and City of Madison Fire. Communication will be handled within each department with communications flowing freely between groups as necessary. The event will communicate via radio with repeater network with cell phones as back-up.

Emergency Management Committee (EMC) and the Command Post (CP) will include the designated representative from Madison Festivals (i.e. Board Chair, President), 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. This meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official Marathon position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting.

Race Command - all people in direct radio communications

Ryan Richards – Course Director

Erin Dougherty – Operations Director

Brodie Birkel – Media Liason

Rob Buethling – Announcer

Allison Schwarz – Medical Liason

Dr. David Bernhardt – Medical Director

Chief Andy Rose – Command Central

HAM Radio Operators located in Medical tent at on course

Race Staff at the Start

Race Staff at the Finish

Each Aid station

18 located approximately every 1.5 miles on course

4 Run Sag vehicles

Communications to spectators will be made via loudspeaker announcements located the Start line and at the finish line.

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. Madison Fire and EMS is the primary transporter for the event.

Medical Tent

The race medical tent will be located on the 100 block of Wisconsin Ave. The medical tent is designed to triage and to treat minor injuries. The tent is located near the finish but allows for

access for medical transports to local hospitals. Dr. David Bernhardt is the Medical Director for 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, 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).

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.”

Emergencies During Event:

Weather Related:

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. Runners will be notified on course by event personnel, police, 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 Emergency Management Committee (EMC) makes the final call regarding weather matters. Weather information will be relayed to the Media by the Marketing Director or the Race Director; and will be the only spokespeople for any media questions.

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 Chief Andy Rose will be in the race command center. Chief Rose will be monitoring weather radar and reports via internet weather websites. Chief Rose 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, Race Command will be in contact with Ryan Richards, Course Director 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, Course Director 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 race radios. All communications will use cell phones as back-ups and hard lines as a back up to that where possible.

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 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.

Medical Emergencies on Course or at Finish Line:

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

12 groups of 2 (24 total) for 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 things – band-aids, Vaseline, etc.

3 groups of 2 Bike Medics

These will be from MFD. They will be in contact with MFD dispatch through MFD radios

4 Sag carts

Monitor runners and get them to a centralized place for pick-up. They will be in radio contact with command center race officials.

2 Sag vans

Monitor runners and bring them back to the finish line if they are unable to complete the race. These vans will be GPS tracked and dispatched by the HAM radio operators. They will be in contact with all aid stations via the HAM network.

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

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

Volunteer athletic trainers from UW Sports Medicine will be stationed at aid and water stops along the event route will treat minor injuries (treatment will include administering Band-Aids, wrapping sprains, providing Vaseline, etc.). This will provide more immediate treatment and will allow for providing a higher level of care for more serious injuries at the finish line Medical Tent.

The event personnel, athletic trainers, and EMTs at the finish line WILL NOT treat spectators. If there is a traumatic incident involving spectators, the CP 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, 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 liason, 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 and CP.

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) and the Command Post (CP) 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. 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.

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?

☒ Yes ☐ No

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

EVENT INFORMATION

Name of Event: Madison Marathon

Contact Person: Ryan Richards

Location: Capitol Square Date: 11/12/2017

Type of Amplified Sound:

☐ Band ☐ DJ ☒ Sound System ☐ Speeches/Announcements ☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: 11/12/2017 Time: 6am-2pm

Madison Marathon
Nov 12, 2017

BEER / WINE SALES PERMIT APPLICATION

EVENT ORGANIZER INFORMATION

Name of Group Madison Festivals, Inc.

Contact Person Ryan Richards

Address 5976 Executive Dr. Suite B Fitchburg, WI 53719

Work Phone 608-276-9797

Home Phone Cell: 608-209-6958

Today's Date 1/27/2017

BEER SELLING PERMIT INFORMATION

Name of the Licensed Bartender Erin Dougherty

Security Company Original RTM

Have you applied for the Temporary Class "B" Retailers License from the City Clerk's Office?

☒ Yes

☐ No

Indicate Application Date: 1/27/2017

Have you submitted the Certificate of Insurance with a liquor liability naming the City of Madison additionally insured?

☒ Yes

☐ No

Indicate Application Date: 1/27/2017

PERMIT COSTS

Beer/Wine Sales Permit ⁷⁰⁰~~500~~ per Event

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?

Social media, various radio ads (Mid-West Family Broadcasting), Capital Newspaper ads (mobile and newspaper), some TV exposure.

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

Some. Vehicles will not be given parking within event site.

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: Madison Marathon

Location: Capitol Square

Public Contact Phone: 608-276-9797

Website: madisonmarathon.org

Admission Cost: See website

Date of Event: November 12, 2017

Beginning/End Time of Event: 7am - 1pm

Two sentence description of event (for internet calendar):

Join us for a beautiful running tour of Madison. Races start and finish on Madison's Capitol Square and run through several iconic areas of the city often rated #1.