

# PARK EVENT PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: Madtown Triathlon  
Park Requested: Vilas Park Date Requested: TBD (6/12, 6/19, 6/26) Estimated Attendance: 800-3000

## EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: Tick Tock Timing & Sport Services, LLC  
Is Organizer/Sponsor a 501(c)3 non-profit agency?  Yes  No  
MANDATORY: State Sales Tax Exemption Number: ES#: \_\_\_\_\_  
OPTIONAL: Federal Tax Exempt Number: \_\_\_\_\_  
Primary Contact: Paul Eicher Work Phone: 608-712-1164  
Address: 3356 Valley Spring Rd Mt Horeb WI 563572 Phone During Event: 608-712-1164  
Email: paul@ttsportservices.com FAX: NA  
Organization or Event Website: www.MadtownTri.com

## EVENT SCHEDULE

Date(s) of Event: TBD June 12<sup>th</sup>, 19<sup>th</sup> or 26<sup>th</sup> 2016 Event Start and End Times: 7:00am-4:00pm  
Rain Date (if any): Not Applicable Set-Up Start Time: TBD June 11<sup>th</sup>, 18<sup>th</sup> or 25<sup>th</sup> at 6:00am  
Take-Down Start Time and End Times: 3:30pm-12:00pm

Does this require time in the park the day before your event?  Yes  No  
If Yes, provide details of times and area requested: Saturday of event. Parking lots and beach  
Are you requesting use of the park shelter?  Yes  No

## PERMITS

Will you have amplified sound at this event?  Yes  No  
(If Yes, please fill out an Amplification Permit Application.)  
Will you sell anything in the park?  Yes  No  
(If Yes, please fill out a Park Event Vending Permit Application.)  
Will you serve any food or beverage?  Yes  No  
If Yes, what: TBD, post race food/hydration for participants and local food establishments for spectators  
Will you sell beer/wine?  Yes  No  
(If Yes, please fill out a Beer/Wine Sales Permit Application.)  
Will you put up any temporary structures, such as tents, stages, inflatables, dunk tanks?  Yes  No  
(If Yes, please fill out a Park Event Temporary Structure Permit Application.  
Note that permits are not required for 10' x 10' pop-up tents.)

## APPLICATION SIGNATURE

The applicant for a Park Event Permit shall agree 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.

The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Applicant Signature Paul Eicher Date 7/29/2015

## PARK EVENT NARRATIVE

Are you applying for a new community event?

Yes

No

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

If the application is for a new event, approval by the Board of Park Commissioners may be required. Please include a one page narrative with the application and materials submitted for the event. The application and narrative will be reviewed by Parks staff and presented to the Board. The Board of Park Commissioners meet on the second Wednesday of the month and agenda items must be submitted by the last Friday of the previous month. Proposals submitted less than six months prior to an event will not be considered.

The Madtown Triathlon is a half distance triathlon located in Madison, Wisconsin. Participants will swim 1.2 miles in Lake Wingra, bike 56 miles over beautiful rural Dane County roads, run the legendary arboretum loop around Lake Wingra and finish at Vilas Park. There are no triathlons in Madison (outside of the Wisconsin Ironman), and following public feedback we seek to change that. Throughout the United States the sport of triathlon has grown tremendously in the past decade, with many events hitting maximum numbers. This event will likely pull athletes from throughout the Midwest, and in the future, all of the United States. With the capacity of the event at 1,000 participants, along with the spectators, the economic impact for the local community would be considerable.

When designing this event and each of the courses, we took great consideration into the effects that they would have on the community and neighborhoods. Swimming in Lake Wingra eliminates the overuse of Lake Monona or Mendota and eliminates any boat launch closings. Biking from Lake Wingra along the outside of the arboretum, down Seminole Highway and onto the Cannonball Bike Path reduces traffic delays significantly compared to other options. Finally running around the arboretum loop reduces traffic delays and the impact for the community at large. This option confines the event to a generalized region. Our hope is to provide flexibility in choosing a date, allowing public official to best fit this event into the city calendar. We are requesting the second, third or fourth Sunday (6/12, 6/19 or 6/26) in June of 2016. Please help us bring this memorable event into our community, for our community.

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### *Step 2: Application Checklist*

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### Step 3: Event Schedule

## PARK EVENT SCHEDULE

- The schedule begins when event set-up starts and ends when clean-up of the event area is complete, all equipment is removed and the park is available for regular use.
- The schedule should encompass all activities planned for the event, such as:
  - » Vending: When will vendors set-up, hours of operation, tear-down, leave park
  - » Music/Performances: Stage set-up, performance schedule, tear-down
  - » Displays, Exhibits, Demonstrations: Set-up, open hours, tear-down, leave park
  - » Run/Walk/Parade, etc.: When does staging start, start time(s), end time(s)

#### Two weeks before event:

- Deliver of info sheets to all residents, businesses and churches affected by the event
- Final informational meetings with all law enforcement professionals

#### Saturday (week before event):

- Road closure, event date and info signs posted at main roads, businesses and churches

#### Thursday: (week of event)

- 5:30pm - 6:00pm Volunteer orientation (Location TBD)
- 6:00pm - 6:30pm Aid station captain training (Location TBD)

#### Friday: (week of event)

- 4:00pm - 7:00pm Packet pick up (Location TBD)
- 10:00am - Post "No Parking" signs
- 10:00am - Sweep and mark bike course
- 10:00am - Sweep and mark run course

#### Saturday: (week of event)

- Time TBD - Portable toilets delivered
- Time TBD - Dumpsters delivered
- 10:00am - 6:00pm Packet pick up and expo (Location TBD)
- 6:00am - Setup of finish area
- 6:00am - Setup of transition area
- Noon - Setup of swim course

#### Sunday: Race Day (week of event)

- 5:00am - 4:30pm "No Parking" (Listed within the notification segment below)
- 5:00am Transition opens
- ○ 5:30am Amplified noise begins (Including announcement and soft background music facing away from residents)
- 5:00am-6:30am Race day packet pick up
- 6:50am Final course update
- 6:55am National Anthem
- 7:00am Road closure (Listed within the notification segment below)
- 7:00am *First swimmer starts*
- 7:20am *Estimated first biker on course*
- 9:20am *Cut-off for bike start*
- 9:30am *Estimated first runner on course*
- 10:00am Food vending starts
- 11:00am Live music starts

- 11:00am *Estimated first finisher*
- 1:30pm *Cut-off for run start*
- 3:30pm Award ceremony
- 4:30pm *Course closes. All participants off course. They can continue after the cut-off but without any event support.*
- 11:59pm Everything except dumpsters and portable bathrooms picked up no later than 11:59pm on Sunday. *This includes re-driving the bike course, walking the run course, transition area, and finish area for any trash or items.*

**Monday: (following the event)**

- Dumpsters and portable bathrooms picked up by end of day

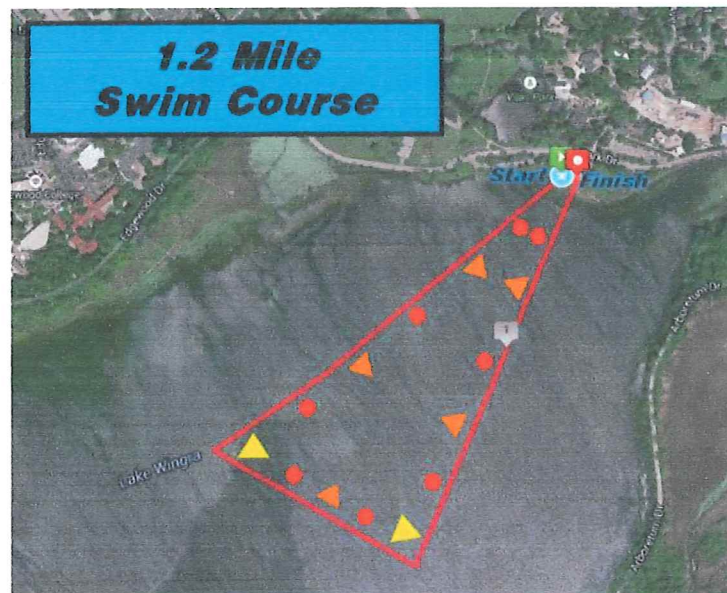
**Step 4: Site and Route Maps**

**PARK EVENT SITE MAP**

To ensure proper review of the event please attach a Park Event Site Map and a route plan (if applicable). To assist with site plans, park maps are available on the [Parks Division website](#).

- Site plans should include, but are not limited to, the following: location of tents, stages, fencing, vendors, portable toilets, beer gardens, dumpsters, placement of vehicles, exit location for outdoor events that are fenced, clear signage, accessible paths for wheelchairs as well as ample disabled parking, and any other related event components not listed above.
- The site plan should also include areas within the requested park that will be used for the event including parking lots, shelters, ball diamonds, soccer fields, ped/bike paths, tennis courts, volleyball courts and any other specific park features that are included in the plans for the event.
- A detailed route map should also be provided if the event includes a run, walk, parade or other moving activity. A helpful online resource for route mapping is [Map My Run](#).
- If the event includes a run/walk component, the approval of the Parks Division for the use of the park **does not imply approval of the proposed route.** Routes need to be approved with a [Parade Permit](#).

**Swim:**



**Details: (1.2 miles)**

- Swimmers enter Lake Wingra at Vilas Beach on the west side of beach
- Swim 1.2 mile in a counter-clockwise triangle
- Swimmers exit on the east side of Vilas Beach
- After exiting the water, the participants will run into transition
- We will have one guard/safety personnel per 50 swimmers, between land, kayaks and stand up paddle boards (50:1 is the USA Triathlon Association requirement for swimmers in water per lifeguard)
- We will have two to three boats in the water
- Swim waves will begin at 7:00am
- Four minute delay between each wave, with no wave larger than 150 participants
- Swim cut-off time will be one hour and ten minutes after the last wave enters the water
- Wetsuits may be worn if water temperature is below 78 degrees Fahrenheit

**Transition #1:**



**Bike:**

Turn by turn directions: bike course (56 miles)

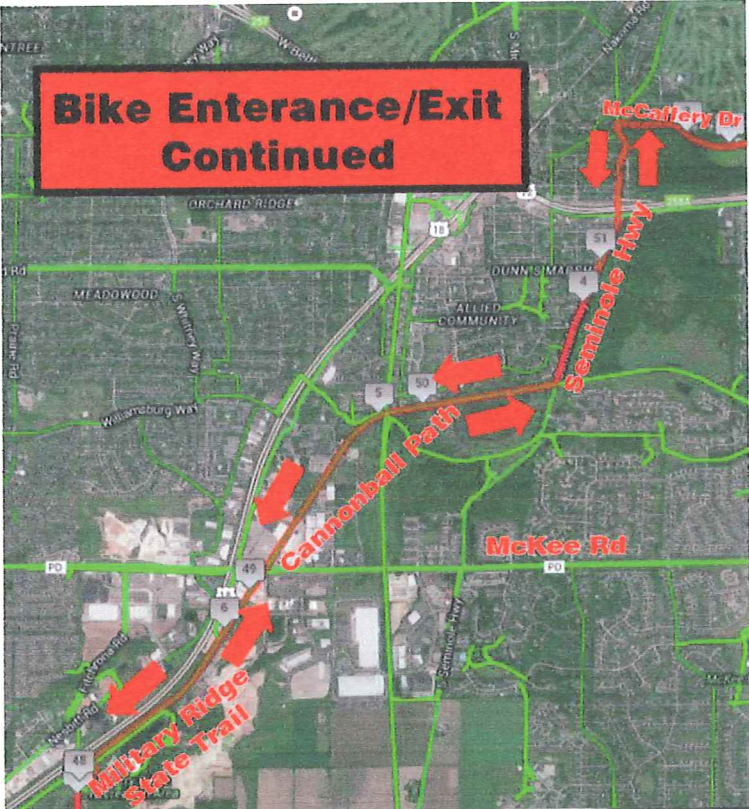
- Participants will leave transition and head east on Vilas Park Dr on the right side of the road
- Right onto Arboretum Dr on the right hand side of the road
- Continue on Arboretum Dr which turns into McCaffrey Dr
- Left onto Seminole Highway in the bike lane
- Right onto the Cannonball Path
- Take the Cannonball Path bridge over McKee Rd/PD as it turns into Military Ridge State Trail
- Cross over Fitchrona Rd on the bridge, turn right on the path and another right onto Fitchrona Rd (going south)
- Left on Grandview Rd
- Right on Fitchburg Rd
- Left on M
- Right on Blizzard Rd
- Left on Storytown Rd
- Right on D
- Left on Lincoln Rd
- Right on Hillcrest Ln
- Continue on Hillcrest until left on Bellbrook Rd
- Right on Union Rd
- Right on W Main St
- Left on Benson Rd
- Right on Yarwood Rd
- Left on E
- Right on Zweifel Rd
- Right on Sandy Hook Rd

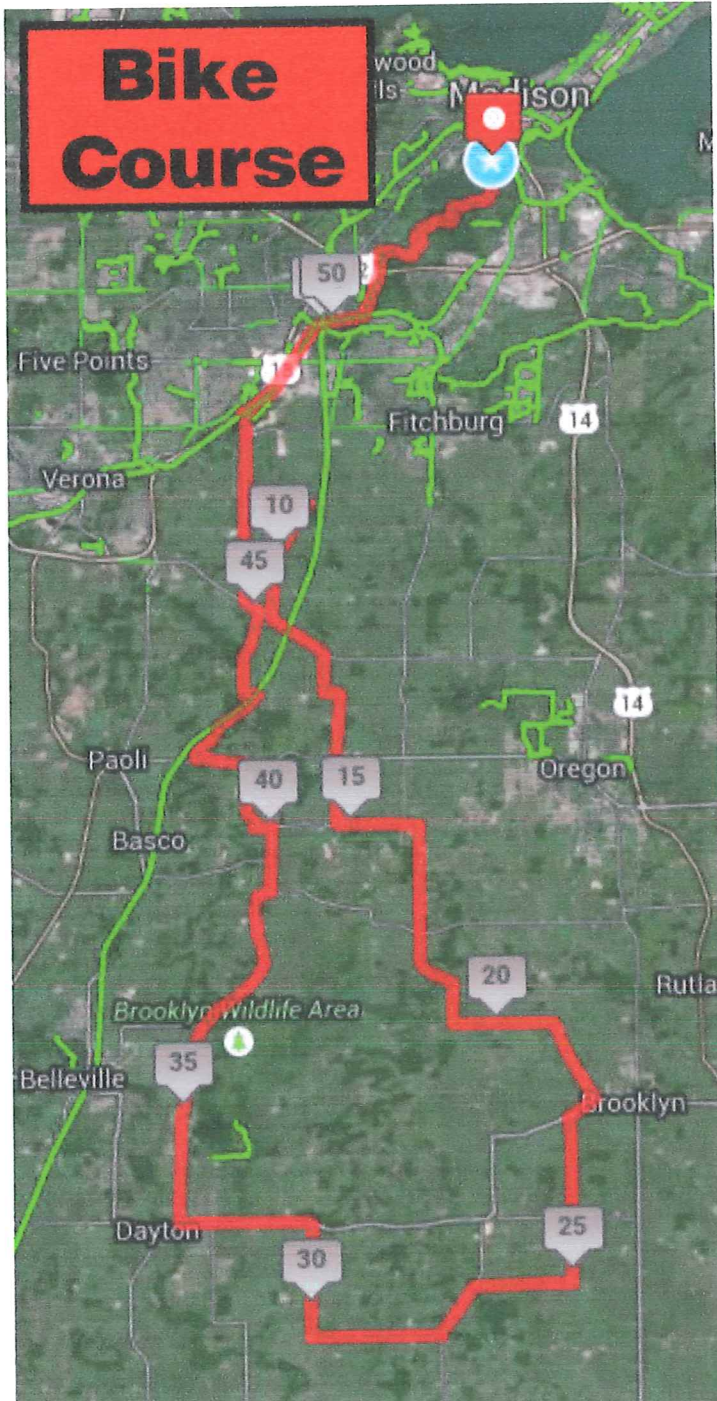
- o Left on D
- o Right on D which turns into Co Hwy Dd
- o Continue on until left on Judd Rd
- o Left on Sun Valley Pkwy
- o Right on Sayles Trail
- o Left on Purcell Rd
- o Right on Borchert Rd
- o Left on M
- o Right on Fitchrona Rd
- o Right onto Military Ridge State Trail which crosses back over McKee Rd as it turns into the Cannonball Path
- o Left onto Seminole Highway
- o Right on McCaffrey Dr which turns into Arboretum Dr
- o Left onto Vilas Park Dr
- o Enter into the transition area at Vilas Park

**Details:**

- o The course will be marked by two orange tape arrows on the ground at each turn with one confirmation arrow following the turn
- o The course will also be marked by arrow signs at each turn
- o Other signs which will be on the course as needed are caution signs, race in progress signs, and mile markers every five miles
- o Volunteers will be stationed at designated intersections
- o We will work with city officials to determine the placement and amount of law professionals to be stationed on the course to assist with vehicle traffic
- o A lead vehicle will lead first participant around the course
- o A trail vehicle will follow the last participants along the the course
- o Two to four other vehicles will be designated for mechanical and other needs of the event
- o Tape, signs, cones and trash will all be picked up by the end of race day
- o There will be two aid stations along the course supplying hydration and nutrition needs for participants







**Transition #2:**





## Run:

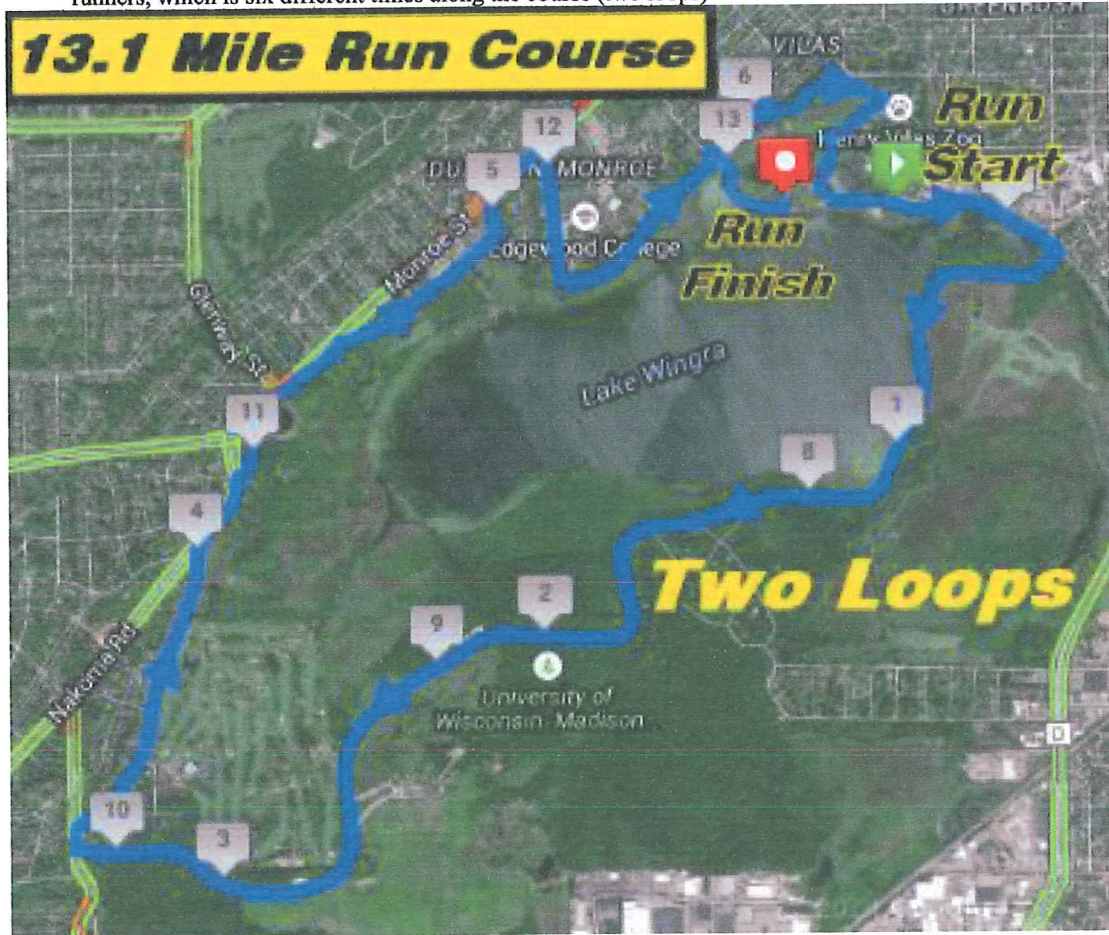
Turn by turn directions: run course (13.1 miles)

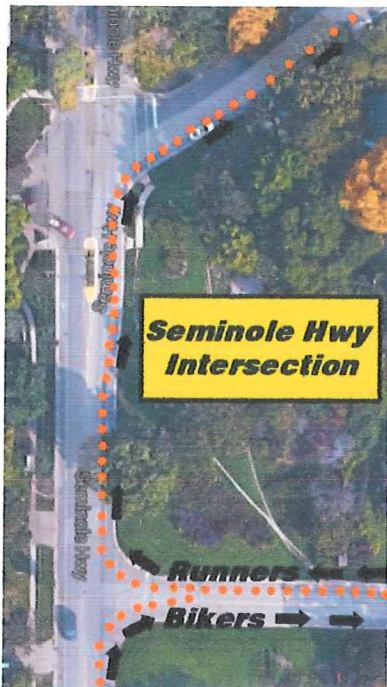
- Participants will leave transition and head east down Vilas Park Dr on the right side of the road
- Right onto Arboretum Dr on the right hand side of the road
- Continue on Arboretum Dr which turns into McCaffrey Dr
- Right on Seminole Highway in the right side bike lane
- Right on Manitou Way on the right side of road in the parking lane
- Continue straight on Manitou Way until Nakoma Rd
- Right on Path/Sidewalk along Nakoma Rd
- Continue on Path/Sidewalk until Arbor Dr
- Right on Arbor Dr on right side of the road in the parking lane
- Continue straight on Arbor Dr in the parking lane until the end of road which merges into the pedestrian path
- Right on sidewalk along Monroe St
- Right on Woodrow St on the right side of the road in the parking lane
- Merge straight into Edgewood Dr/Path
- Left at Edgewood Ave on right side of road
- Right on Vilas Ave on right side of road in the parking lane
- Right onto the path at the intersection of Van Buren St and Vilas Ave
- At the "T" on the path, participants go left for the second loop
  - Continue on the path until a right before Henry Vilas Zoo
  - Continue on the path over the two pedestrian bridges
  - Left onto Vilas Park Dr along right side of the road
  - Continue along the same route as the first loop
- After the second loop at the "T" on the path, participants will turn right towards the finish
  - Continue along the path until a left onto Vilas Park Dr
  - Left into the parking lot where the finish is located

## Details:

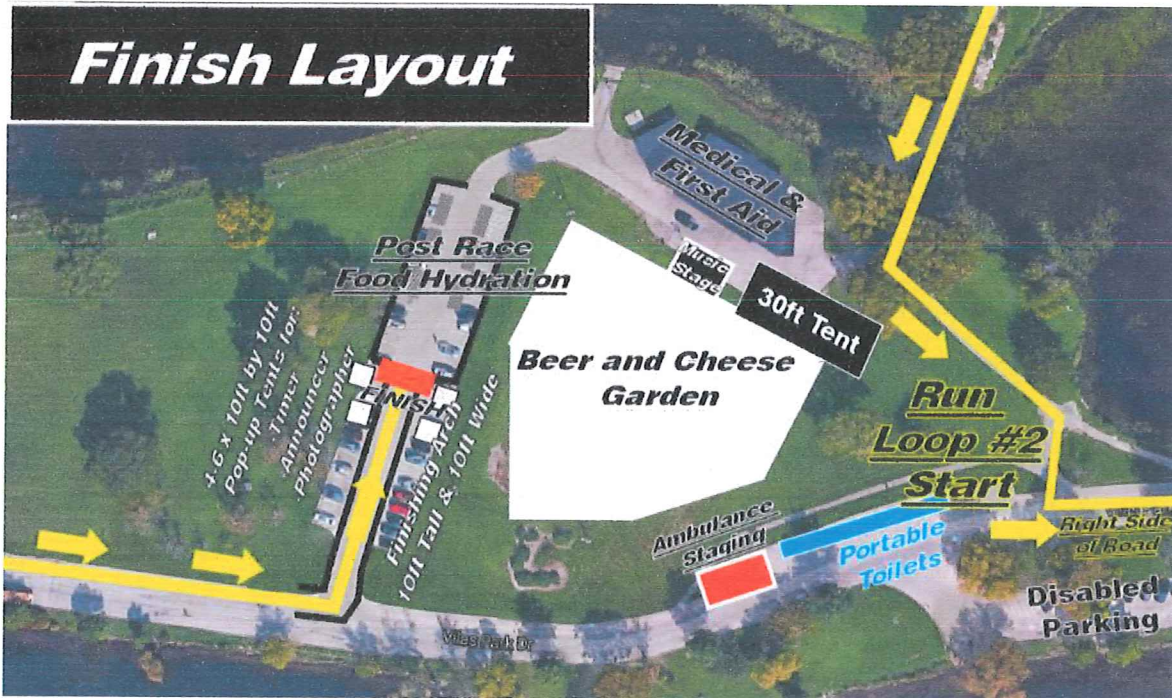
- The course will be marked by two orange tape arrows on the ground at each turn as well as one confirmation arrow following the turn
- The course will also be marked by arrow signs at each turn
- Volunteers will be stationed along the course at designated intersections
- We will work with city officials to determine the placement and amount of law professionals to be stationed on the course to assist with vehicle traffic
- Other signs which will be on course as needed are, caution signs, race in progress signs and mile markers every mile
- All roads that the runners will be on will have a cone lane marked off

- All path and sidewalks will have line of sight cones
- A lead biker will lead the first male and female around the course
- A trail biker will follow the last participant along the course
- Tape, signs, cones and trash will all be picked up by the end of race day
- The whole route is open to public and traffic except Vilas Park Dr and Arboretum Dr.
- Runners will stay either within the parking lane or on the path/sidewalk throughout the course
- There will be three aid stations along the course which will supply hydration and nutrition needs for runners, which is six different times along the course (two loops)





**Finish Area:**



**Step 5: Emergency Action Plan**

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## Step 6: Clean-up and Recycling Plan

### PARK EVENT CLEAN-UP AND RECYCLING PLAN

- Each organization is responsible for clean-up of the event area. In accordance with Park Commission policies, a clean-up deposit of \$3,000 may be required.
- 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 clean-up.
- If City containers are not used, please provide the name and contact information of the collection agency providing equipment and service for the event.
- Any group that leaves an area in a condition that requires special clean-up by City crews will be charged the full cost of clean-up.
- If you need assistance with your clean-up and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

Madtown Triathlon staff and volunteers will clean up the site areas during and after the event. One staff member will be assigned to oversee the cleanup and recycling with all other staff members assisting. The volunteer schedule is below which has the number of assigned cleanup and recycling volunteers during each specific shift. A \$3,000 deposit will be given to the Park Department if required before the event. We will also work with the City of Madison's Recycling Office to verify that we have a sufficient plan in place.

- 2 x 20 yard dumpsters at Vilas Park
  - Trash cans placed throughout the park provided by the Madtown Triathlon and transported to the dumpsters located in Vilas Park
- Swim area: Eight trash cans
- Transition area: Eight trash cans
- Finish area: Fifteen trash cans
- Each bike course aid station: Five trash cans
- Each run course aid station: Five trash cans
  - The trash cans will be provided by the Madtown Triathlon and picked up by the end of the day and transported to the dumpsters located centrally at Vilas Park
- Directly to labeled recycling dumpster:
  - All cardboard- broken down into flatten boxes
  - All metal, cans, etc.
  - All Glass
- Bagged separately and put in with recycling:
  - Plastic shrink wrap
  - Nylon bands and pallets
  - Plastic water bottles, gallon jugs, caps to all plastic containers
- Directly to labeled trash dumpster
  - Cups - all cups will be 100% biodegradable and will break down in landfill within 50 days
  - Bananas and peels
  - Oranges and peels
  - Other food wrappers
  - Other event items which are not acceptable for the recycling dumpster

#### Clean-up and recycling personnel

Day	Time	Who and where
Sunday	7:00am-Finished	Madtown Triathlon Staff Member
	7:00am-Noon	Volunteer

7:00am-Noon	Volunteer
Noon-Finished	Volunteer (finish area)
Noon-Finished	Volunteer (finish area)
Noon-Finished	Volunteer (finish area)
Noon-Finished	Volunteer (roaming)
Noon-Finished	Volunteer (roaming)
Noon-Finished	Volunteer (roaming)

## Step 7: Notification Requirements

### STEP 7: NOTIFICATION REQUIREMENTS

- If your event will have over 300 participants/viewers, the alder for that park location must be notified.
- If an event necessitates traffic detours and/or parking restrictions, the traffic management plans must be filed with this application.
- If it is determined that area residents must be notified of the event, we will request a copy of the flyer/notice and the notification schedule to include with the application.

Madtown Triathlon representatives will contact both alders within the park and route locations to inform them and discuss the best way to work with the specific district neighborhoods. Flyers/notices will be personally delivered to every house and business located on the course. A copy of the flyer/notice is attached to the back of this document.

District 13: Alder Sara Eskrich Phone: 608-669-6979 Email: [district13@cityofmadison.com](mailto:district13@cityofmadison.com)

District 14: Alder Sheri Carter Phone: 608-698-6027 Email: [district14@cityofmadison.com](mailto:district14@cityofmadison.com)

#### Road Closures:

Day	Time	Location
Saturday	12:00pm-12:00am	Vilas Park Dr between Edgewood Dr and South Orchard St
Sunday:	12:00am-6:00pm	Vilas Park Dr between Edgewood Dr and S Mills St
	7:00am-4:30pm	North Wingra Dr between Vilas Park Dr and Arboretum Dr
	7:00am- 4:30pm	Arboretum Dr between North Wingra Dr and McCaffrey Dr
	7:00am-4:30pm	McCaffrey Dr between Arboretum Dr and Seminole Hwy

#### No Parking:

Day	Time	Location
Sunday	6:00am-4:30pm	Vilas Park Dr
	6:00am-4:30pm	Arboretum Dr
	6:00am-4:30pm	Manitou Way
	6:00am-4:30pm	Arbor Dr
	6:00am-4:30pm	Woodrow St
	6:00am-4:30pm	Vilas Ave