

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Madison Marathon (Spring)

Event Organizer/Sponsor Madison Festivals, Inc.

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

☒ Yes ☐ No

If Yes, provide State of Wisconsin Tax Exempt Number 022952

Address 5876 Executive Dr. Suite B

City/State/Zip Fitchburg, WI 53719

Primary Contact Ryan Richards

FAX 608-276-9780

Work Phone 608-276-9797

Phone During Event 608-209-6958

E-mail richards@madisonfestivals.com

Website www.madisonmarathon.org

Secondary Contact Erin Dougherty

Work Phone 608-310-7291

Phone During Event 920-420-7137

E-mail erin@madisonfestivals.com

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, name of charity to receive donations: Various local non-profit organizations

Estimated Attendance 21,000 over 2 days

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 6:00PM to 10:00 PM Saturday 5/24

☒ Yes ☐ No

6:30am

12:00pm Sunday 5/25

EVENT CATEGORY

☒ Run/Walk

☐ Music/Concert

☐ Festival

☐ Rally

☐ Parking (i.e., bagging meters)

☐ Other _____

LOCATION REQUESTED

☒ Capitol Square (note specific blocks below)

☐ Podium/700-800 State Street

☐ 30 on the Square (a.k.a. top of 100 block of State Street)

☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: MLK Jr. Blvd 200 block, Wisconsin Ave 100 & 200 blocks (200 for parking), E. Wash 100 block

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 5/23-5/24/15

Rain Date(s) None

Event Start Date(s)/Time(s) 5/23/15 8pm; 5/24 7am

Set-Up Date(s)/Time for Event 5/24 2p-10p

Event End Date(s)/Time(s) 5/23/15 10pm; 5/24 12:30pm

Take-Down Time 5/25 4pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

8 I/We waive the 21-day decision requirement.

RRK (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statutes and laws.

Signature Ryan Richards

Date 5/23/15

2015 Event Schedule

Thursday, May 22

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

Saturday, May 23

- 8:00am – the 100 block of Wisconsin Ave. and 200 block of MLK are 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
- 6:00pm – 5k and 10K Course set up begins
- 6:00pm – “27th Mile” opens – beverage, beer, merchandise and food sales available
- 6:00pm – Amplification begins at the 5K/10K start line on Mifflin St.
- 6:30pm – Kids Races take place. Kids run once around Capitol Square
- 8:00pm – 5k and 10K race begins
- 10:00pm – 10K race concludes, beer vending ends

Sunday, May 24

- 2:30 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
- 6:30 am – Race announcements begin
- 7:00 am to 7:45am Wheelchairs and half marathon start. Merchandise, food and beverage sales begin
- 8:01 am to 11:30 am – Ongoing race management
- 9:00 am – Volunteers/vendors begin course pick-up
 - Coolers
 - Water Bottles
 - NO PARKING signs
- 11:30 am – Last runner crosses finish line, amplification ends, merchandise, food and beverage sales end
- 2:30 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 EOC 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 half 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.
- 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 posted at medical stations throughout the course.

- UW Sports Medicine professionals on bicycles will be present to reach runners on the course.
- 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

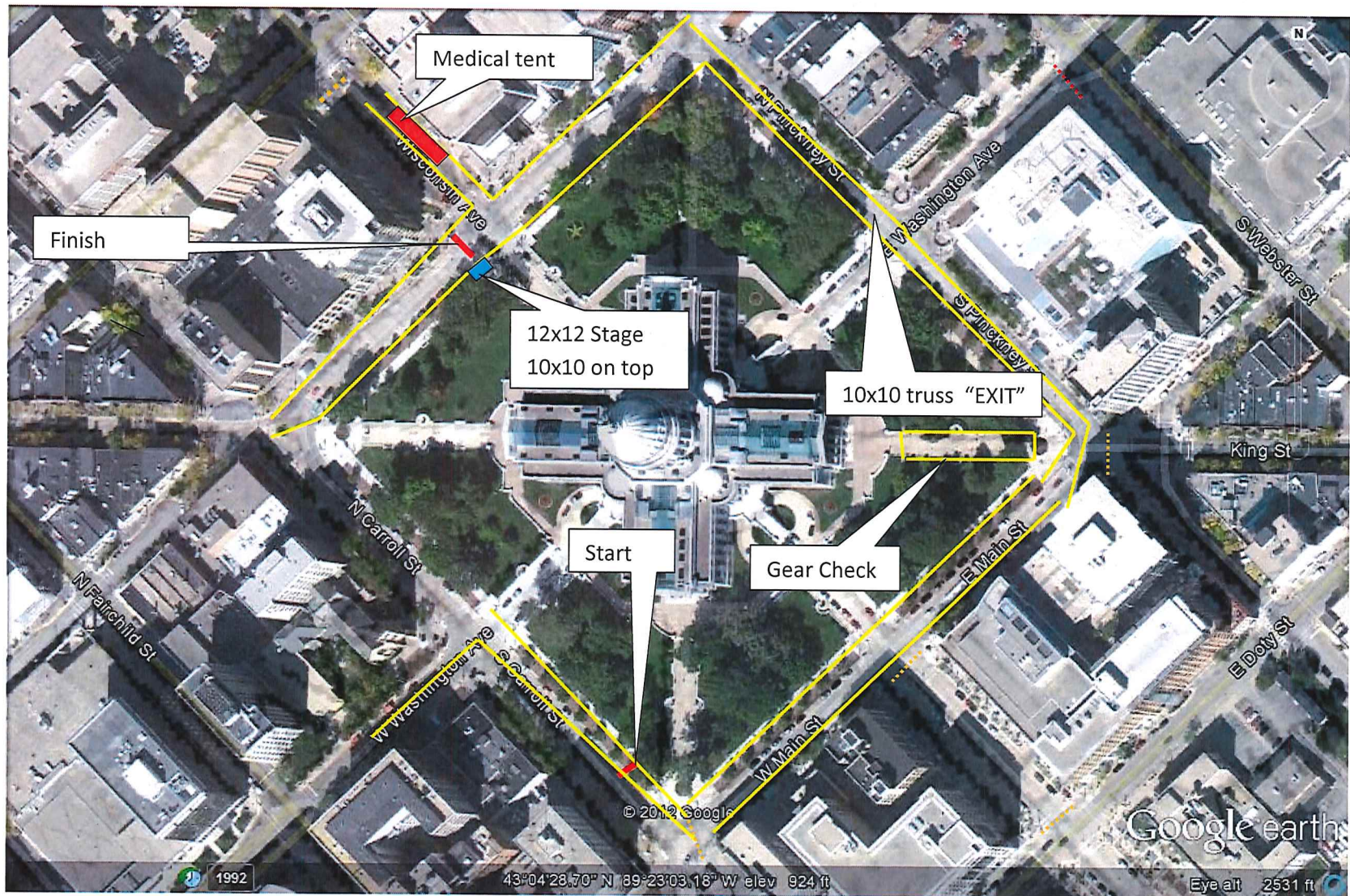
Recycling Plan

Madison Marathon will utilize City of Madison receptacles for recycling during the event, May 24 and 25, 2014. 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 May 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 email correspondence starting in May.

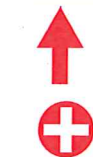
Sunday Races



W

N

FINISH



MEDICAL WATER/TYR

CHALLENGE MEDALS

PHOTOS



MASSAGE



RESTROOMS

RESULTS

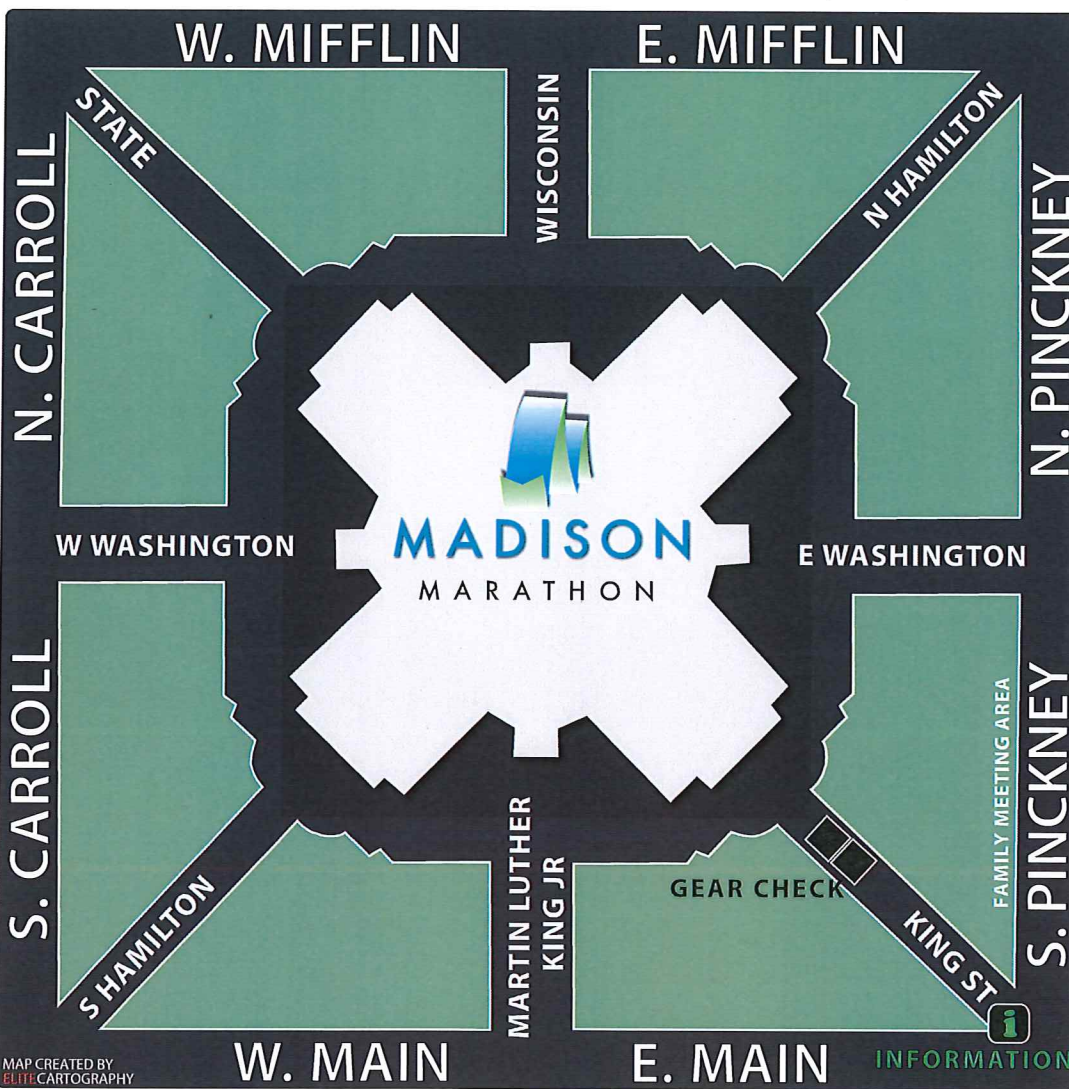
SHIRT EXCHANGE

MERCHANDISE



SCHULTZ'S SUGAR RIVER KETTLE CORN

START



MAP CREATED BY ELITE CARTOGRAPHY



RESTROOMS



S

E

CITY OF MADISON

2013

TWILIGHT 10K COURSE

UNIVERSITY
BAY

JAMES MADISON
PARK

RUSSEL
WALK

CASILE
PL
NORRIS
CT

E JOHNSON ST
N PATTERSON ST

E BLUNT ST
E WASHINGTON AVE

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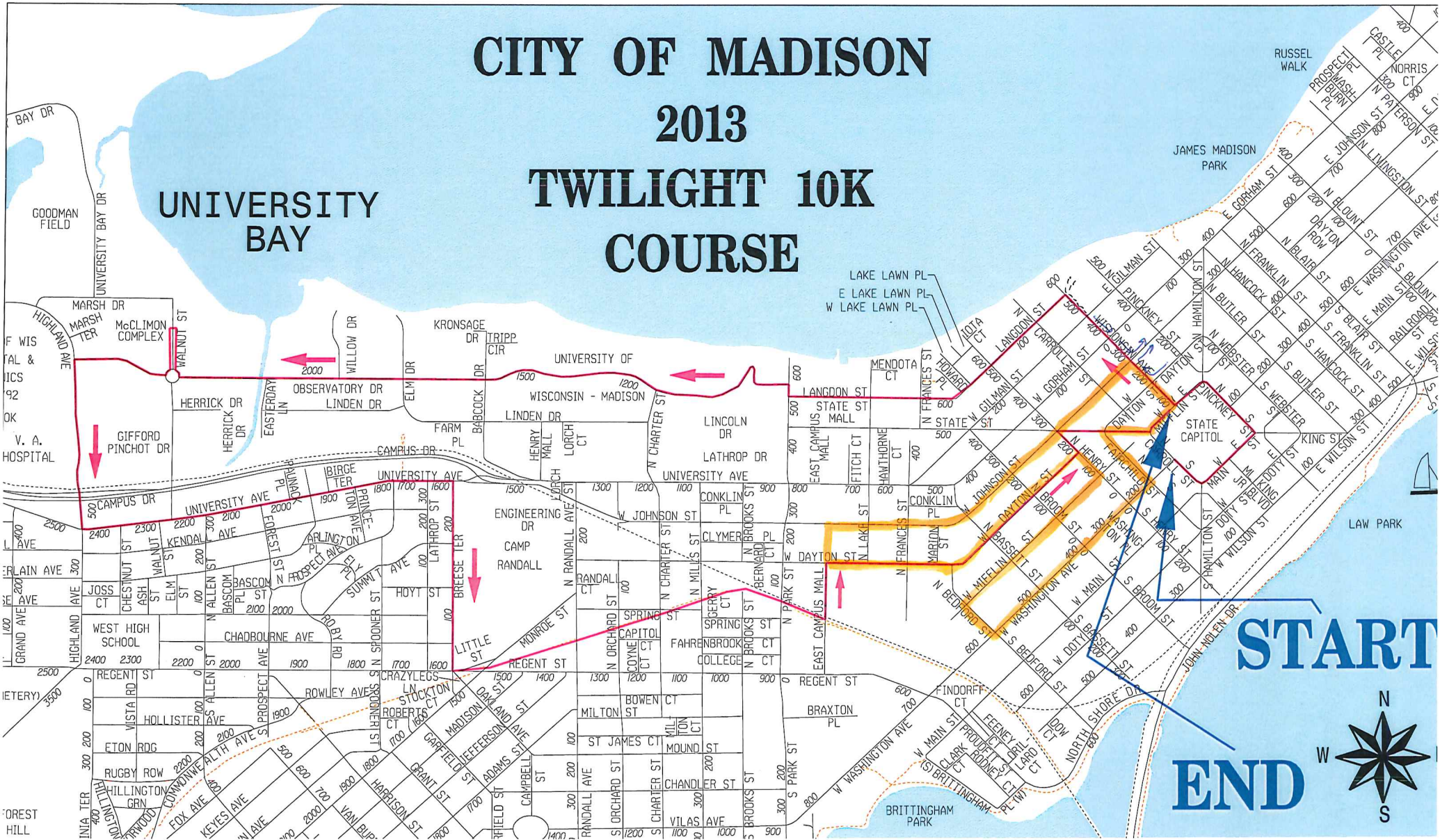
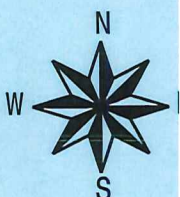
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START

END



5k	Intersection	First Runner	Last Runner
Start	Carroll St. at Inn on the Park Surface Lot	8:05	8:08
Mile 1`	Dayton St. at Lake St.	8:10	8:25
Mile 2	W. Mifflin at Bassett	8:15	8:45
Mile 3	State St. at Dayton	8:20	9:05
Finish	On Mifflin at Wisconsin Ave	8:22	9:10

10k	Intersection	First Runner	Last Runner
Start	Carroll St at Inn on the Park Surface lot	8:00 PM	8:03 PM
Mile 1	Langdon St. and Howard Place	8:05 PM	8:18 PM
Mile 2	Observatory Dr. just east of Babcock Dr.	8:10 PM	8:33 PM
Mile 3	Observatory Dr. and Gifford Pinchot Dr.	8:15 PM	8:48 PM
Mile 4	University Ave and Princeton Ave	8:20 PM	9:03 PM
Mile 5	Southwest Commuter Trail just west of Charter St.	8:25 PM	9:18 PM
Mile 6	Dayton St. between Bassett and Broom St.	8:30 PM	9:33 PM
Finish	On Mifflin at Wisconsin Ave.	8:33 PM	9:40 PM

Average in 2014 was 1:02:55

1/2 Marathon		First Runner	Last Runner	Last Walker
Mile 1	Langdon St. and Howard Place	7:00:00 AM	7:03 AM	7:05 AM
Mile 2	Observatory Dr. just east of Babcock Dr.	7:05:30 AM	7:18 AM	7:25 AM
Mile 3	Highland Ave just south of Observatory	7:11:00 AM	7:33 AM	7:45 AM
Mile 4	University Ave and Breese Terrace	7:16:30 AM	7:48 AM	8:05 AM
Mile 5	Monroe St. and Edgewood Colleg Dr.	7:22:00 AM	8:03 AM	8:30 AM
Mile 6	Monroe St. and Lewis Ct.	7:27:30 AM	8:18 AM	8:50 AM
Mile 7	Arboretum Dr. and Seminole Hwy	7:33:00 AM	8:33 AM	9:10 AM
Mile 8	Arboretum Dr.	7:38:30 AM	8:48 AM	9:30 AM
Mile 9	Arboretum Dr.	7:44:00 AM	9:03 AM	9:50 AM
Mile 10	Vilas Park Dr. just off of Mills St.	7:49:30 AM	9:18 AM	10:10 AM
Mile 11	Edgewood Ave just before Monroe St.	7:55:00 AM	9:33 AM	10:30 AM
Mile 12	Southwest Commuter Trail and Charter St.	8:00:30 AM	9:48 AM	10:50 AM
Mile 13	Dayton St. and Broom St.	8:06:00 AM	10:03 AM	11:10 AM
Finish	On Mifflin at Wisconsin Ave.	8:10:00 AM	10:15 AM	11:20 AM

Average in 2014 was 2:11:41

2105 Twilight 5k Turn by Turn

Start on Carroll St.

Left on Main St.

Left on Pinckney St.

Left on Mifflin

Right on Wisconsin

Left on Johnson – against traffic in coned lane

Left on East Campus Mall

Left on Dayton St.

Right on N. Henry St.

Right on W. Mifflin St.

Left on N. Bedford St.

Left on W. Washington – against traffic in coned lane

Left on Fairchild

Right on State St.

Left on Mifflin St.

2015 Twilight 10k Turn by Turn Directions

Start on Carroll St.

Left on Main St.

Left on Pinckney St.

Left on Mifflin St.

Right on Wisconsin St. on left side of Road

At Dayton cross to right side of street with traffic on Wisconsin

Left on Langdon on right side of street

Right on Park St. – whole road

Left on Observatory whole road up hill

At top of hill runners move to right side of road

Right at roundabout to turnaround on Walnut St.

Right at roundabout continue on Observatory to Highland Ave.

Left on Highland Ave. Runners staying to the left in coned lane.

Left on University Ave - in coned lane. No west bound traffic on University

Right on Breese Terrace – on Stadium side of road in coned lane

Left on Regent/Little St.

Cross Monroe St. onto SW Commuter Path

Left on East Campus Mall from bike path to Dayton St.

Right on Dayton St. runners on right side in coned lane

Left on Henry St.

Right on Johnson St. to State St.

State St. to Mifflin

Left on Mifflin St. – whole road

Finish is at cross walk just before Wisconsin St.

2015 Spring Madison Half Marathon Turn by Turn

Start on Carroll St.

Left on Main St.

Left on Pinckney St.

Left on Mifflin St.

Right on Wisconsin St. on left side of Road

At Dayton cross to right side of street with traffic on Wisconsin

Left on Langdon on right side of street

Right on Park St. – whole road

Left on Observatory whole road up hill

At top of hill runners move to right side of road

Right/straight at roundabout on Observatory Dr. to Highland Ave.

Left on Highland Ave. Runners staying to the left in coned lane.

Left on University Ave - in coned lane. No west bound traffic on University

Right on Breese Terrace – on Stadium side of road in coned lane

Right on Monroe St. on left side of street in coned lane

Veer left onto Nakoma using oncoming traffic right turn lane

Left onto Manitou way on left side of boulevards

Left onto Seminole highway on left side of road against traffic

Left onto Arboretum drive through Arboretum

Left on N. Wingra Dr. which becomes Mills St. Left side of road

Left on Vilas Park Dr. whole road through Vilas Park

Left on Edgewood Ave up the hill Runners on left side in coned lane.

Right on Monroe. Runners staying on right in coned lane.

Right on SW Commuter Bike Path

Left on East Campus Mall from bike path to Dayton St.

Right on Dayton St. runners on right side in coned lane

Left on Henry St.

Right on Johnson St. to State St.

State St. to Mifflin

Left on Mifflin St. – whole road

Finish is at cross walk just before Wisconsin St.

2015 Madison Half Marathon and 5k/10k – No Parking

For Saturday/Sunday- Meters, signs and load zones, Need parking clear by 8:00 am Saturday

100 Block MLK

200 Block MLK

100 Block E. Washington

100 Block Wisconsin

100 E. Mifflin

100 N. Pinckney

The Square, Main St., Pinckney St, Mifflin St., Carroll St.

No Parking on 10k route – parking cleared by 7:00 pm; Race starts at 8:00 pm These will carry over through Sunday. Meters, signs and load zones.

Wisconsin St. – No parking between Dayton and Langdon

Langdon – No parking between Wisconsin and Park St.

Breese Terrace – No Parking on Camp Randall side between Monroe St. and University Ave.

No Parking on 5k route – parking cleared by 7:00 pm; Race starts at 8:00 pm. These will be Saturday night only. Meters, signs and load zones.

W. Mifflin between N. Henry and N. Bedford.

W. Washington between N. Bedford and Fairchild.

For Sunday Morning – parking cleared by 6:00 am; Race starts at 7:00 am Meters, signs and load zones.

Vilas Park Dr. - no parking on either side between Mills St. and Edgewood Dr.

S. Mills St – no parking either side between Vilas Park and Wingra Dr.

Manitou Way – no parking either side between Seminole Hwy. and Nakoma Rd.

Monroe St. – no Parking on South side between Regent St. and Nakoma Rd

Edgewood Dr. – no parking on both sides between Vilas Park and Monroe St.

Dayton St. – No Parking on Kohl Center side of street between East Campus Mall and Henry St.

Henry St. – No Parking between Dayton St. and Johnson St.