

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 2981 Cahill Main, Suite 2

City/State/Zip Madison, WI 53711

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) 5/24-5/25/14 Rain Date(s) None

Event Start Date(s)/Time(s) 5/24/14 8pm; 5/25 7am Set-Up Date(s)/Time for Event 5/24 2p-10p

Event End Date(s)/Time(s) 5/24/14 10pm; 5/25 12:30pm Take-Down Time 5/25 4pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

I/We waive the 21-day decision requirement.

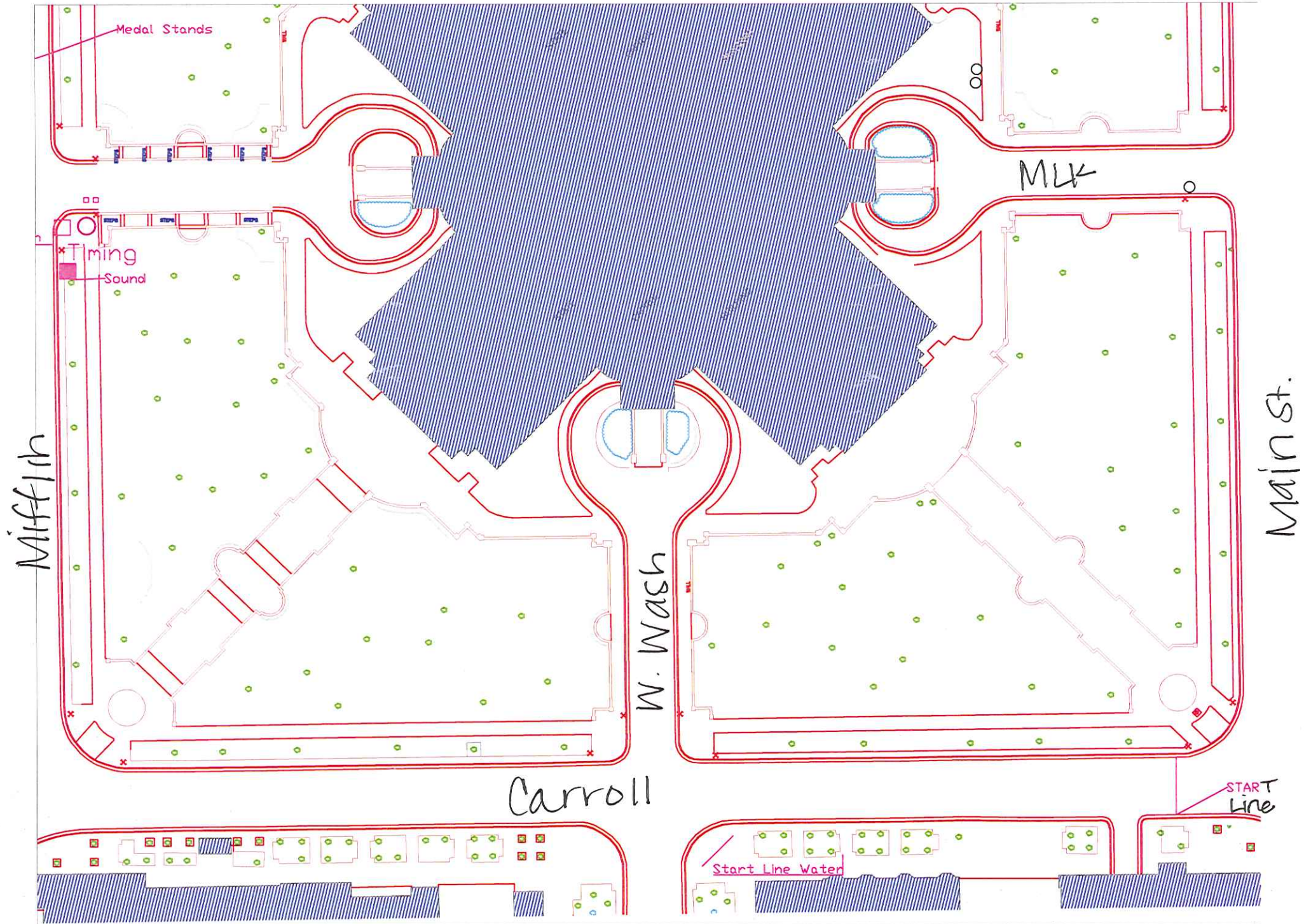
RRR (PLEASE INITIAL)

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.

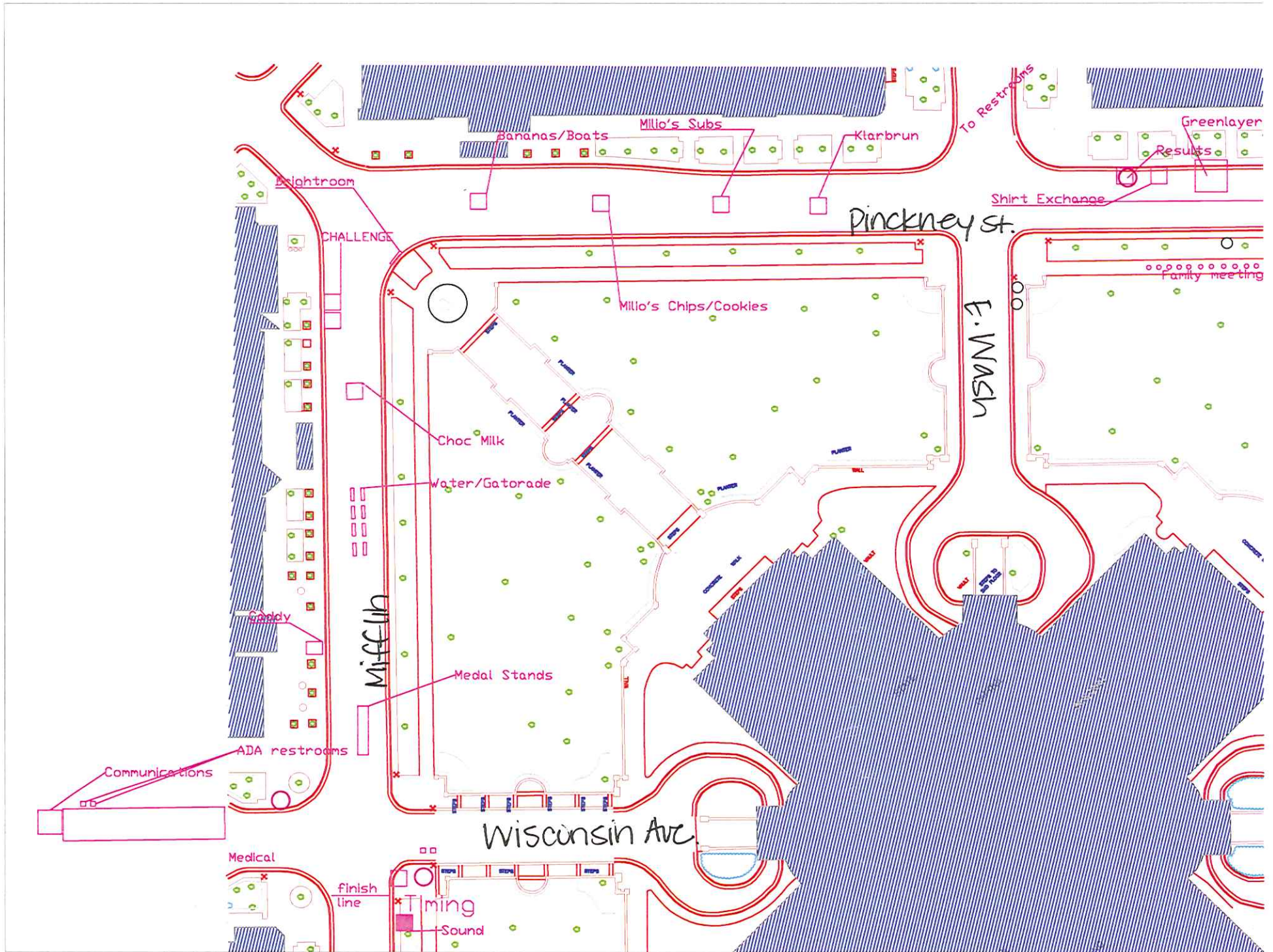
In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statutes and laws.

Signature  Date 2/2/14

Start Area



Finish Area



MADISON HALF MARATHON



- MILE MARKER
- FLUID STATION
- AID STATION
- HALF MARATHON ROUTE

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Knowledgeable.
Effective.**

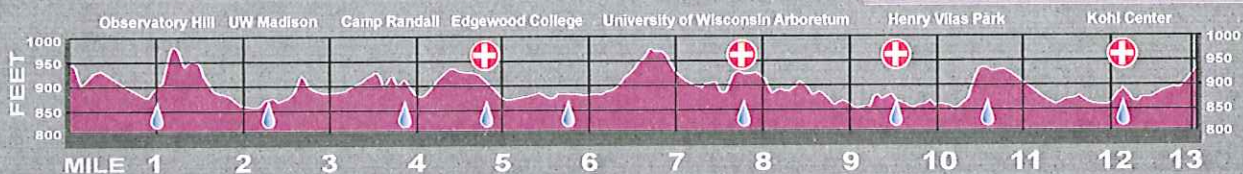
**Isn't this what
your attorney
should be?**

Contact the law firm of
Murphy Desmond S.C.
for all of your personal
and business legal needs.



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LAWYERS

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MAP CREATED BY
ELITE CARTOGRAPHY

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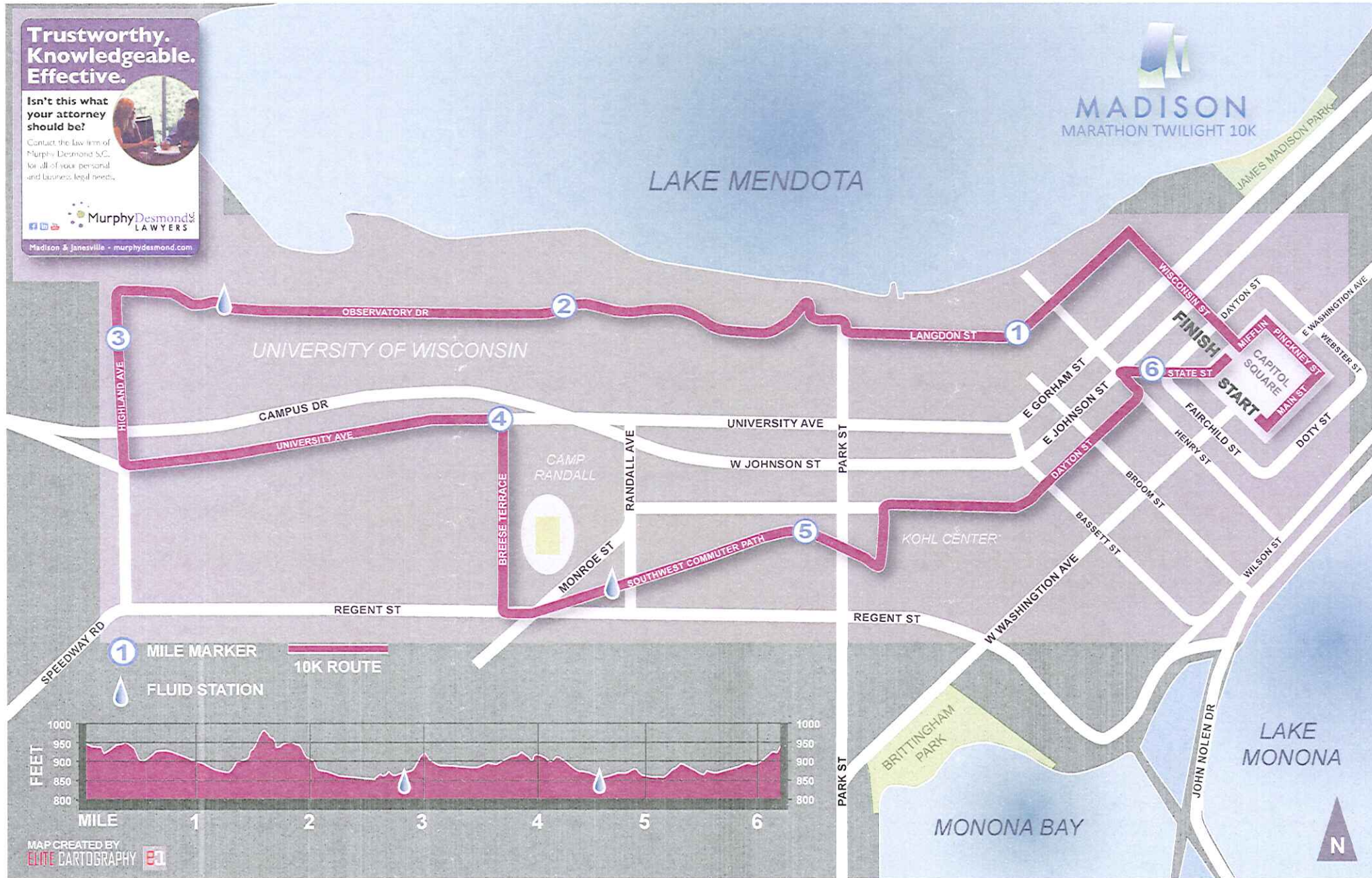
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**Murphy Desmond
LAWYERS**

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MADISON
MARATHON TWILIGHT 10K



① MILE MARKER
FLUID STATION

10K ROUTE



MAP CREATED BY
ELITE CARTOGRAPHY

2014 Event Schedule

Thursday, May 23

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

Saturday, May 24

- 6:00am – the 100 block of Wisconsin Ave. 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
- 6:00pm – “27th Mile” opens – beverage, beer, merchandise and food sales available
- 6:00pm – Amplification begins at the 10K start line on Mifflin St.
- 6:30pm – Kids Races take place. Kids run once around Capitol Square
- 7:00pm – 10K Course set up begins
- 8:00pm – 10K race begins
- 10:00pm – 10K race concludes, beer vending ends

Sunday, May 25

- 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
- 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.
- 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 posted at five medical stations throughout the course.

- 3 UW Sports Medicine professionals on bicycles will be present to reach runners on the course. They are members of the Tyrol Basin ski patrol and have been trained in first aid.
- 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.