

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Jerry Kempfer
Run Strong Madison
5118 Wintergreen Dr
Madison, WI 53704
Email: Info@mymadisonevents.Com
Phone: (608) 243-9593

Contact During Event

Jerry Kempfer
Run Strong Madison
5118 Wintergreen Dr
Madison, WI 53704
Email Info@mymadisonevents.Com
Phone: (608) 243-9593

Event Information

Name of Event: Her Madison Half Marathon & 5K

Event Type: One Day

Estimated Attendance: 800

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:

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:

Starts and Finishes in Hildale Shopping Mall and uses the surrounding neighborhoods for part of the course before entering Shorewood Hills and the UW Campus.

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
07/21/2019	01:00 AM	07/21/2019	07:00 AM	07/21/2019	11:00 AM	07/21/2019	12:00 PM	

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
07/21/2019	06:00 AM	07/21/2019	12:00 PM	

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

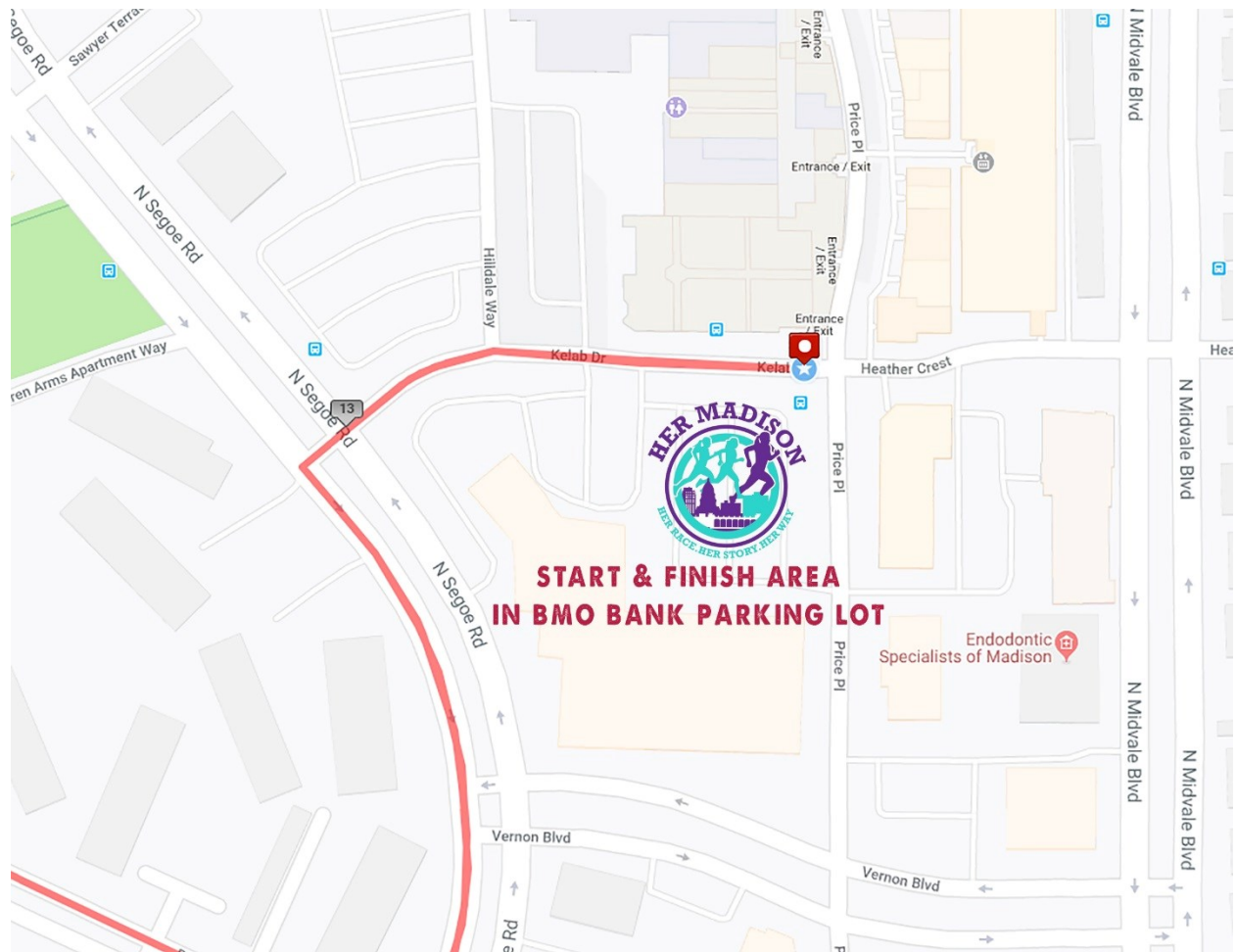
THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

I have read the Acknowledgement: ☒

Signature

Signature: Jerry R Kempfer

Date: 06/10/2019

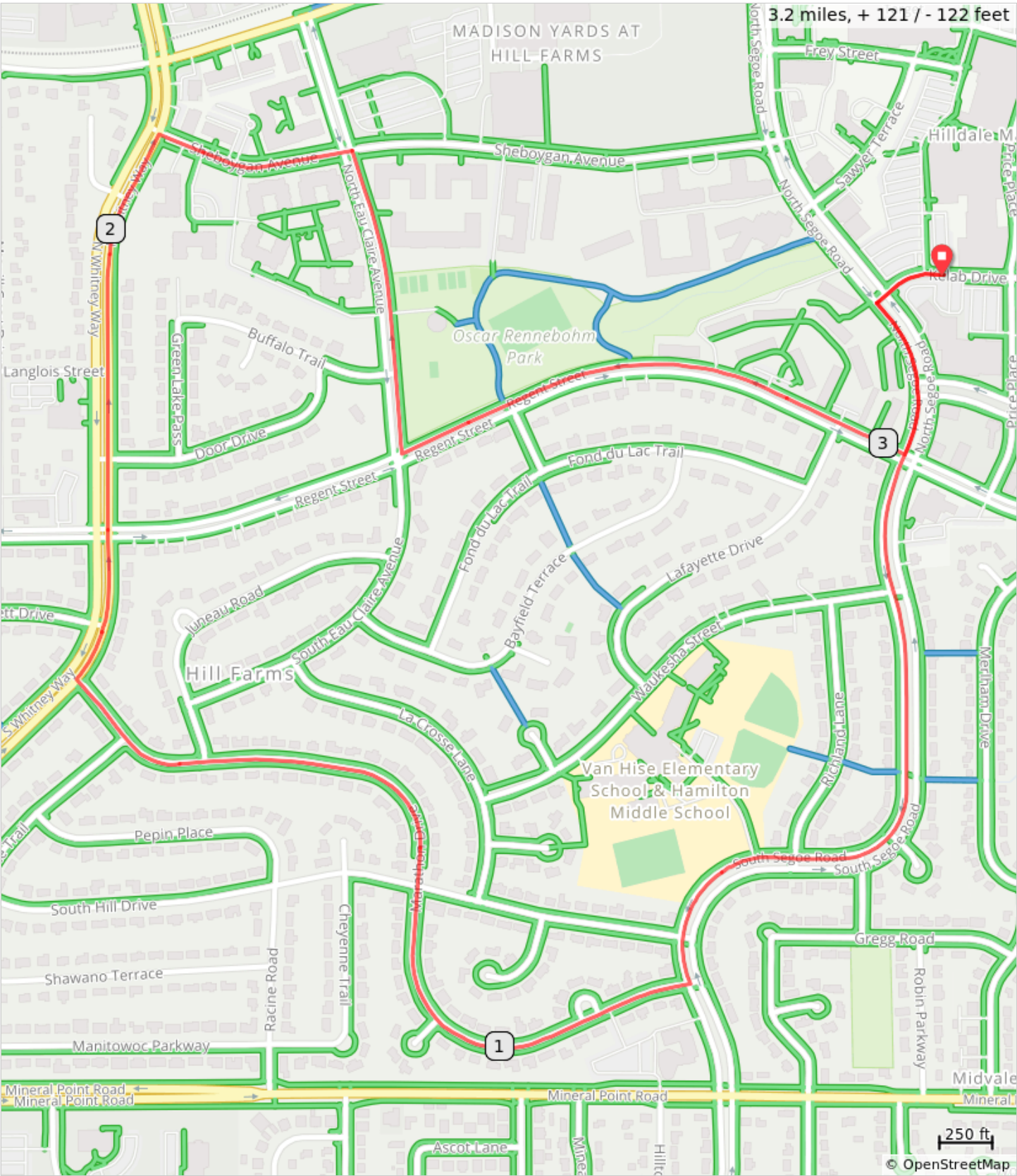


Her Madison Half Marathon & 5K

Start/Finish

7/21/19

2019 HER MADISON 5K

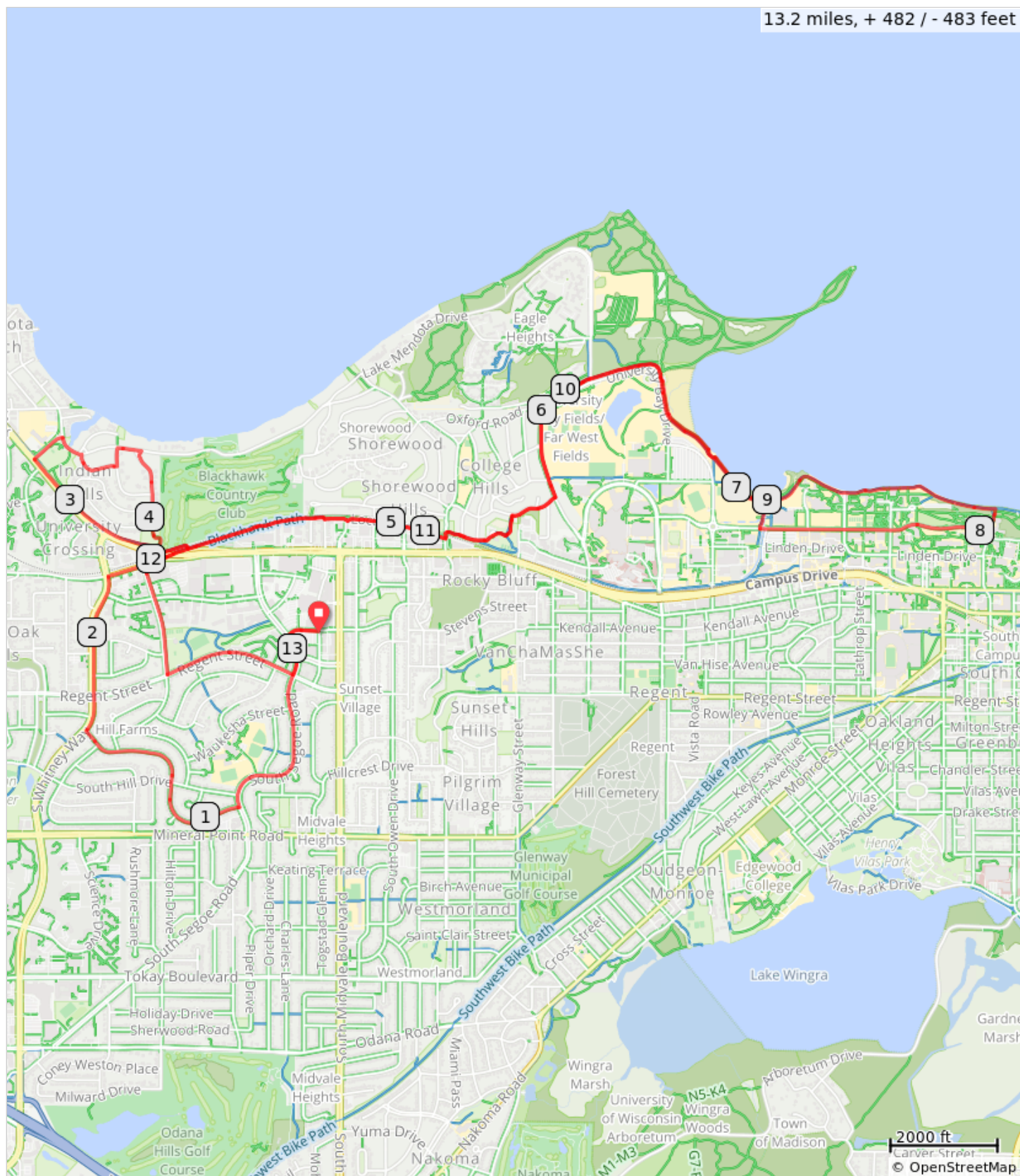


2019 HER MADISON 5K

Num	Dist	Type	Note
1.	0.0	📍	Start of route
2.	0.0	↑	Start on Kelab Dr
3.	0.1	←	Cross N Segoe Rd and turn L
4.	0.8	→	R onto Marathon Dr
5.	1.6	→	R onto S Whitney Way
6.	2.1	→	R onto Sheboygan Ave
7.	2.3	→	R onto N Eau Claire Ave
8.	2.5	←	L onto Regent St
9.	3.0	←	L onto N Segoe Rd
10.	3.2	→	Cross N Segoe Rd and turn R onto Kelab Dr
11.	3.2	↑	Finish on Kelab Dr
12.	3.2	📍	End of route

3.2 miles. +127/-129 feet

2019 HER MADISON HALF MARATHON



2019 HER MADISON HALF MARATHON

Num	Dist	Type	Note
1.	0.0	📍	Start of route
2.	0.0	↑	Start on Kelab Dr
3.	0.1	←	Cross N Segoe Rd and turn L
4.	0.9	→	R onto Marathon Dr
5.	1.7	→	R onto S Whitney Way
6.	2.2	→	R onto Old Middleton Rd
7.	2.3	←	Cross Old Middleton Rd onto bike path
8.	2.5	←	L on bike path
9.	2.6	↙	Slight L on bike path
10.	3.2	→	R onto Spring Harbor Dr
11.	3.3	→	R onto Lake Mendota Dr
12.	3.4	→	R onto Minocqua Crescent
13.	3.6	←	L onto Risser Rd
14.	3.7	→	R onto Lake Mendota Dr
15.	3.7	→	R onto Merrill Springs Rd
16.	4.0	↑	Straight onto bike path

4.0 miles. +227/-203 feet

Num	Dist	Type	Note
17.	4.1	←	L on bike path
18.	4.2	←	L on bike path
19.	4.8	←	L onto Locust Dr
20.	4.8	↙	Slight L on Locust Dr
21.	5.2	←	Cross and turn L on Shorewood Blvd
22.	5.2	→	R onto bike path
23.	5.3	↑	Continue onto Purdue St
24.	5.4	←	L onto bike path
25.	5.5	→	Cross and turn R onto Harvard Dr
26.	5.7	←	L on University Bay Dr
27.	6.0	←	L on Oxford Dr
28.	6.0	→	R onto The Howard Temin Lakeshore Path
29.	6.5	↗	Slight R on Howard Tenim Lakeshore Path
30.	6.9	↗	Stay R on the Howard Tenim Lakeshore Path
31.	7.1	→	R on the Howard Tenim Lakeshore Path
32.	7.2	←	L onto Observatory Dr.

3.2 miles. +35/-93 feet

Num	Dist	Type	Note
33.	8.0	←	L at N Charter St
34.	8.1	↑	Continue Straight onto path
35.	8.1	←	L onto The Howard Temin Lakeshore Path
36.	9.0	↗	Slight R to stay on the Howard Tenim Lakeshore Path
37.	9.3	↗	Slight R on Howard Tenim Lakeshore Path
38.	10.1	←	L on Oxford Rd
39.	10.1	→	R onto University Bay Dr
40.	10.4	→	R onto Harvard Dr
41.	10.6	←	Cross Harvard St and turn L onto bike path
42.	10.6	→	Cross Harvard Dr and turn R
43.	10.7	→	R onto Purdue St
44.	10.8	↑	Continue straight onto bike path
45.	10.9	←	L onto Shorewood Blvd
46.	10.9	→	R onto Locust Dr
47.	11.3	↗	Slight R to stay on Locust Dr
48.	11.4	↗	Slight R onto bike path

4.2 miles. +81/-116 feet

Num	Dist	Type	Note
49.	11.8	↑	Continue Straight on bike path
50.	12.0	←	L and cross Old Middleton Rd
51.	12.0	←	L onto N Eau Claire Ave
52.	12.0	↑	Straight on N Eau Claire Ave
53.	12.4	←	L onto Regent St
54.	13.1	→	R on Kelab Dr and cross N Segoe Rd
55.	13.1	↑	Straight on Kelab Dr to finish
56.	13.2	📍	End of route

1.8 miles. +62/-70 feet

SUMMARY OF EMERGENCY COVERAGE FOR HER MADISON HALF MARATHON

BIKE PATROLS

We will have 2 bicycle teams dedicated to covering the courses. These units will be equipped with 2-way radios and will be roaming and responding as needed. We will also have 2 medical bike teams patrolling the course with 2-way radios.

AID STATIONS

Each of the on-course Aid Stations will be supplied with water and/or sports drinks. Personnel will also be equipped with First Aid Kits and a 2-way radio to contact the Race Director for further assistance if needed.

AID STATION LOCATIONS

- Miles, 2.5, 4.3, 5.4, 7.1, 9, 10.7 and 11.9
- Ambulance and EMT's located at the finish line
- Bike Patrols will monitor the entire course
- Medical Tent at the finish for minor cuts, bruises and sprains

RACE COURSE MEDICAL PLAN

The start/finish line medical area will be equipped with water, sports drink, food and standard portable medical kits for sprains, cuts etc.

The Ambulance will be stationed near the finish line for any potential transports. 911 will be used for any life-threatening emergencies.

Every water station will also include a Registered Nurse.

EMERGENCY PROCEDURES

We will have an updated Emergency Procedure document that will be distributed to all necessary personnel. The document will have a list of names and numbers to contact for different types of emergencies (weather, fire, injury, etc.). The Race Director, Fire, Police, Aid Station Personnel, Bicycle Safety Teams and Various Volunteers will have access to this document.

WEATHER EMERGENCIES

We use a colored-flag warning system for all course dangers, including weather. There will be a flag system at each Aid Station along the

course and at the Start/Finish Line. The Race Director will contact the Aid Station Personnel if the color changes. The following describes

each flag color.

Green Flag - Good Conditions. Everything Is Normal.

Yellow Flag - Caution. Increased Risk of Heat Related Problems. Runners Should Hydrate Accordingly.

Red Flag - Extreme Heat Risk. Clock Has Stopped. Hydrate and Walk To The Finish Line.

Black Flag - Extreme Emergency. The Race Is Canceled. Seek Shelter Immediately! Used for heat, lightning and tornadoes.