

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Ryan Griessmeyer
Race Day Events, Llc
5976 Executive Dr Ste B
Fitchburg, WI 53719
Email: Ryan@racedayeventsllc.Com
Phone: (608) 316-5755

Contact During Event

Ryan Griessmeyer
Race Day Events, Llc
5976 Executive Dr Ste B
Fitchburg, WI 53719
Email Ryan@racedayeventsllc.Com
Phone: (608) 316-5755

Event Information

Name of Event: Event Type:

Estimated Attendance: Is this a new event:

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:

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
05/25/2019	02:00PM	05/25/2019	06:00PM	05/25/2019	10:00PM	05/25/2019	11:30PM	
05/26/2019	04:00AM	05/26/2019	06:55AM	05/26/2019	11:30AM	05/26/2019	02:30PM	

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?: Yes

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
05/25/2019	05:00PM	05/25/2019	10:00PM	
05/26/2019	05:30AM	05/26/2019	11:30AM	

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

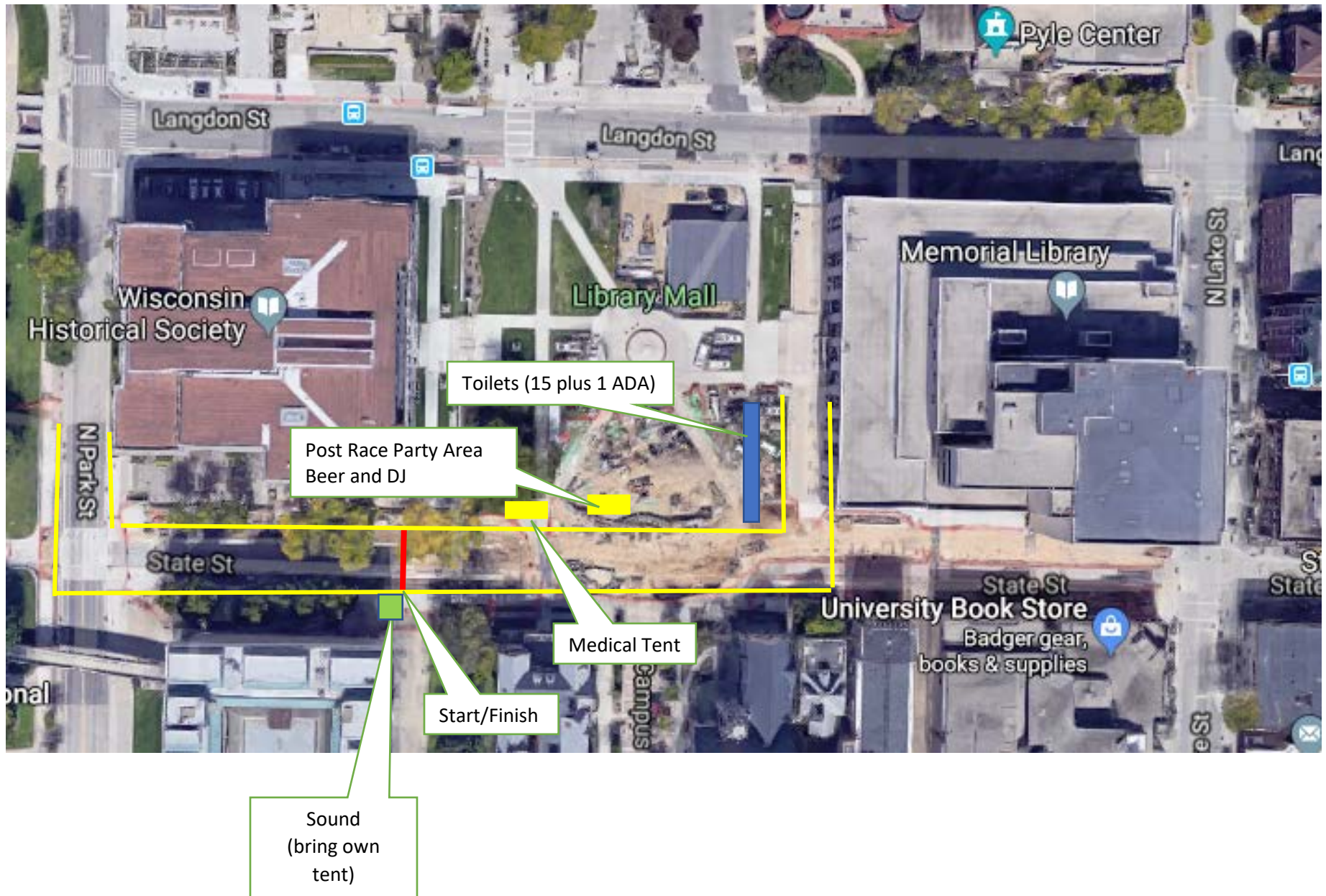
THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING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

I have read the Acknowledgement:

Signature

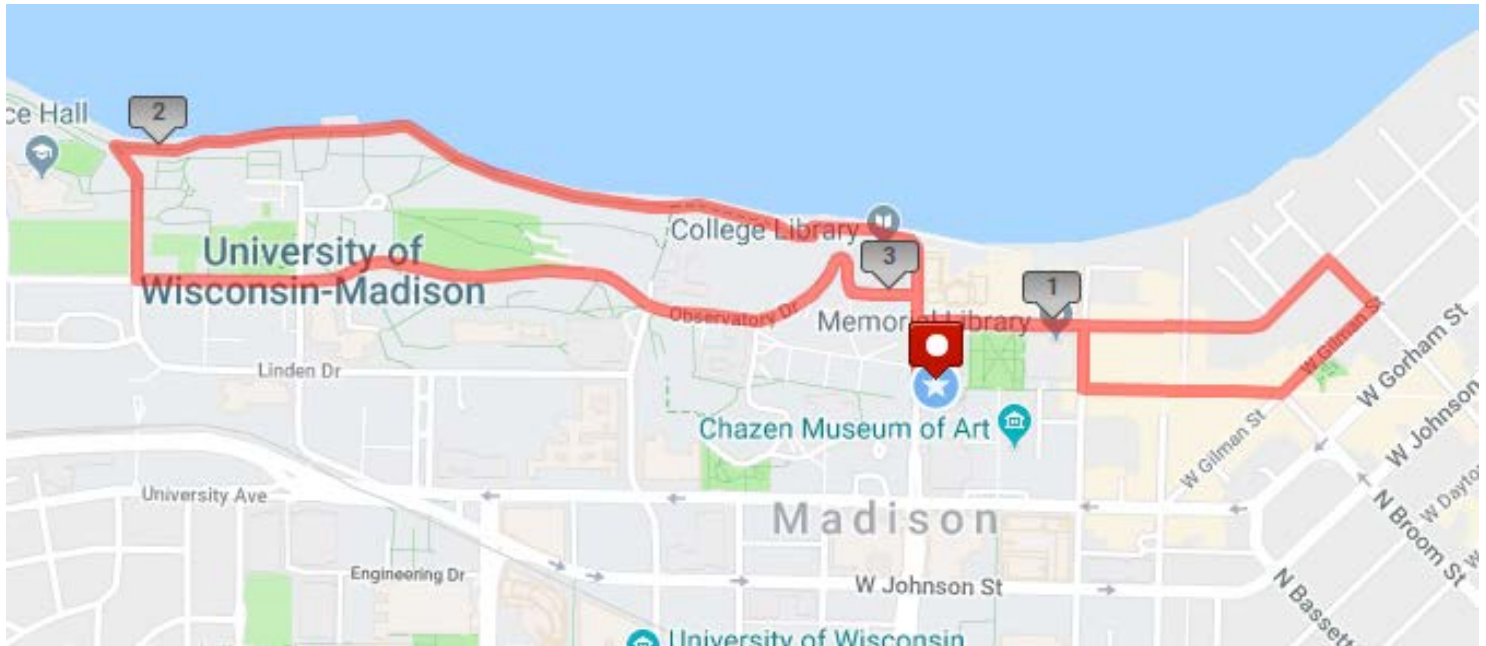
Signature: Ryan Griessmeyer

Date: 02/27/2019



Run Madtown-Twilight 5K/10K
Saturday, 5/25/19 - Confluence at Library Mall
Site Map

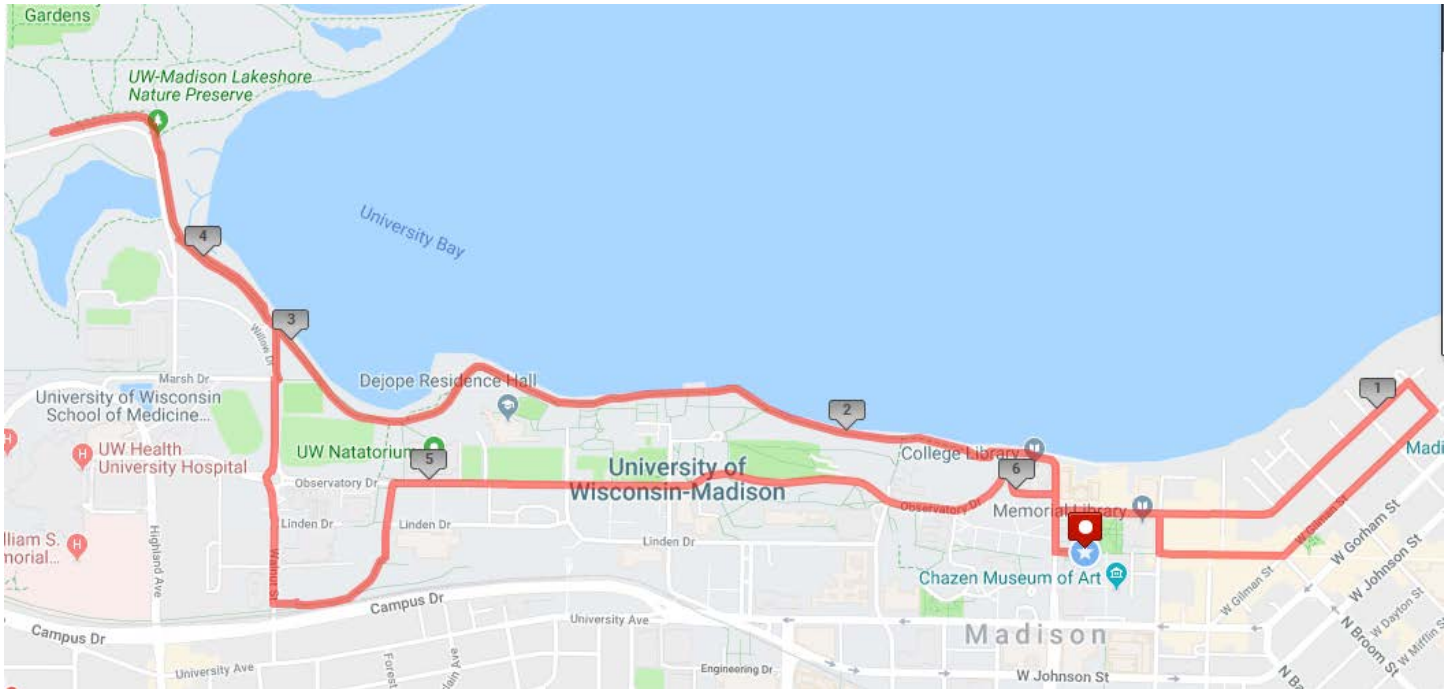
Run Madtown Twilight 5K Map



Twilight 5K Turn by Turn

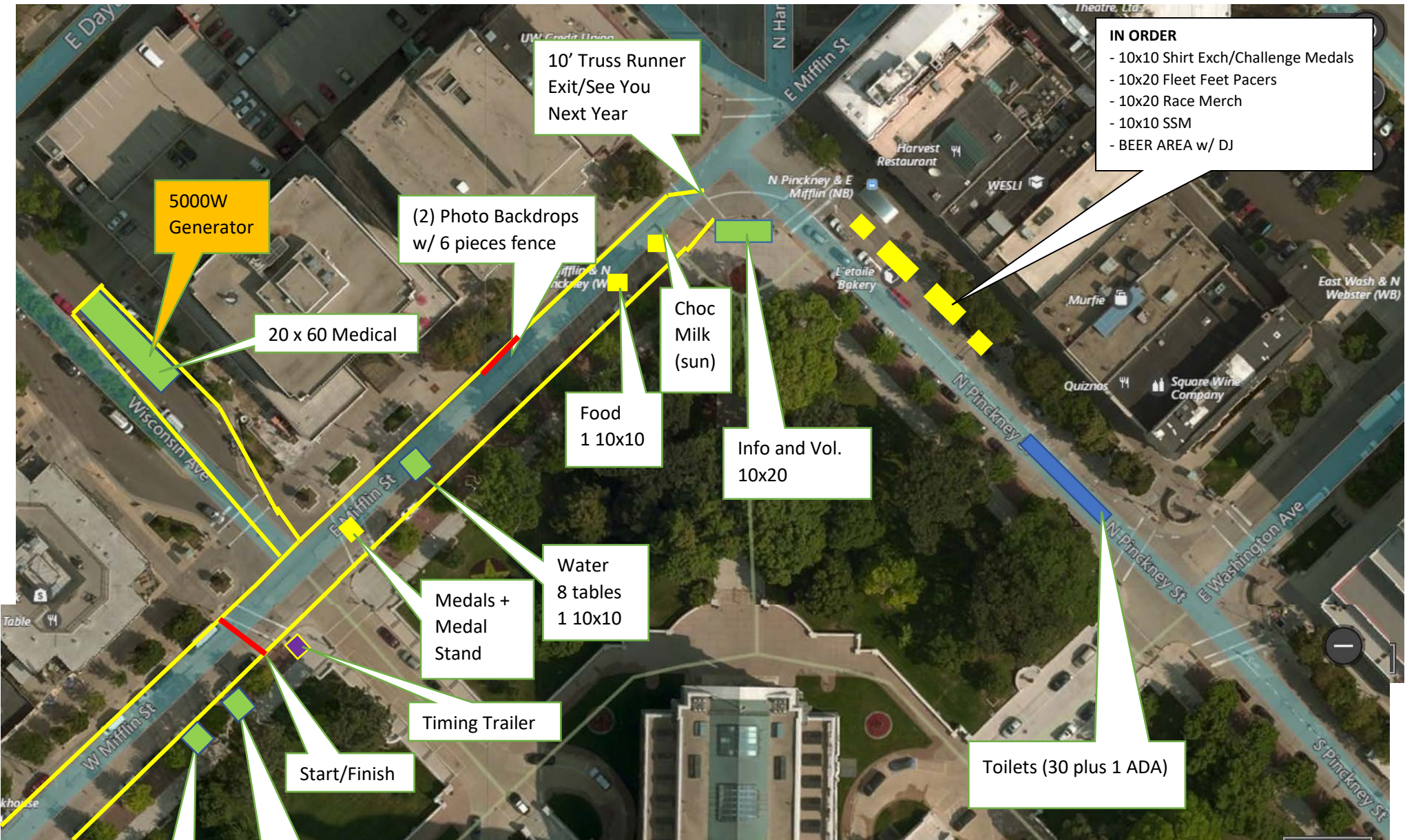
- Start on Library Mall heading West toward Park Street
- Right on Park Street
- Right on Langdon Street
- Right on Lake Street
- Left on State Street
- Left on Gilman Street
- Left on Henry Street
- Left on Langdon Street
- Right on Park Street
- Left on Lakeshore Path
- Left on Elm Street
- Left on Observatory Drive
- Right on Park Street
- Left into Library Mall to Finish

Run Madtown Twilight 10K Map



Twilight 5K Turn by Turn

- Start on Library Mall heading West toward Park Street
- Right on Park Street
- Right on Langdon Street
- Right on Lake Street
- Left on State Street
- Left on Gilman Street
- Left on Wisconsin Ave
- Left on Langdon Street
- Right on Park Street
- Left on Lakeshore Path
- Turn around just before Lake Mendota Drive
- Follow path to Willow/Marsh Drive
- Continue south on Walnut Street
- Left on trail just before Campus Drive
- Follow trail to Easterday Lane
- Right on Observatory Drive
- Right on Park Street
- Left into Library Mall to Finish



- IN ORDER**
- 10x10 Shirt Exch/Challenge Medals
 - 10x20 Fleet Feet Pacers
 - 10x20 Race Merch
 - 10x10 SSM
 - BEER AREA w/ DJ

5000W Generator

(2) Photo Backdrops w/ 6 pieces fence

20 x 60 Medical

10' Truss Runner Exit/See You Next Year

Food 1 10x10

Choc Milk (sun)

Info and Vol. 10x20

Water 8 tables 1 10x10

Medals + Medal Stand

Timing Trailer

Start/Finish

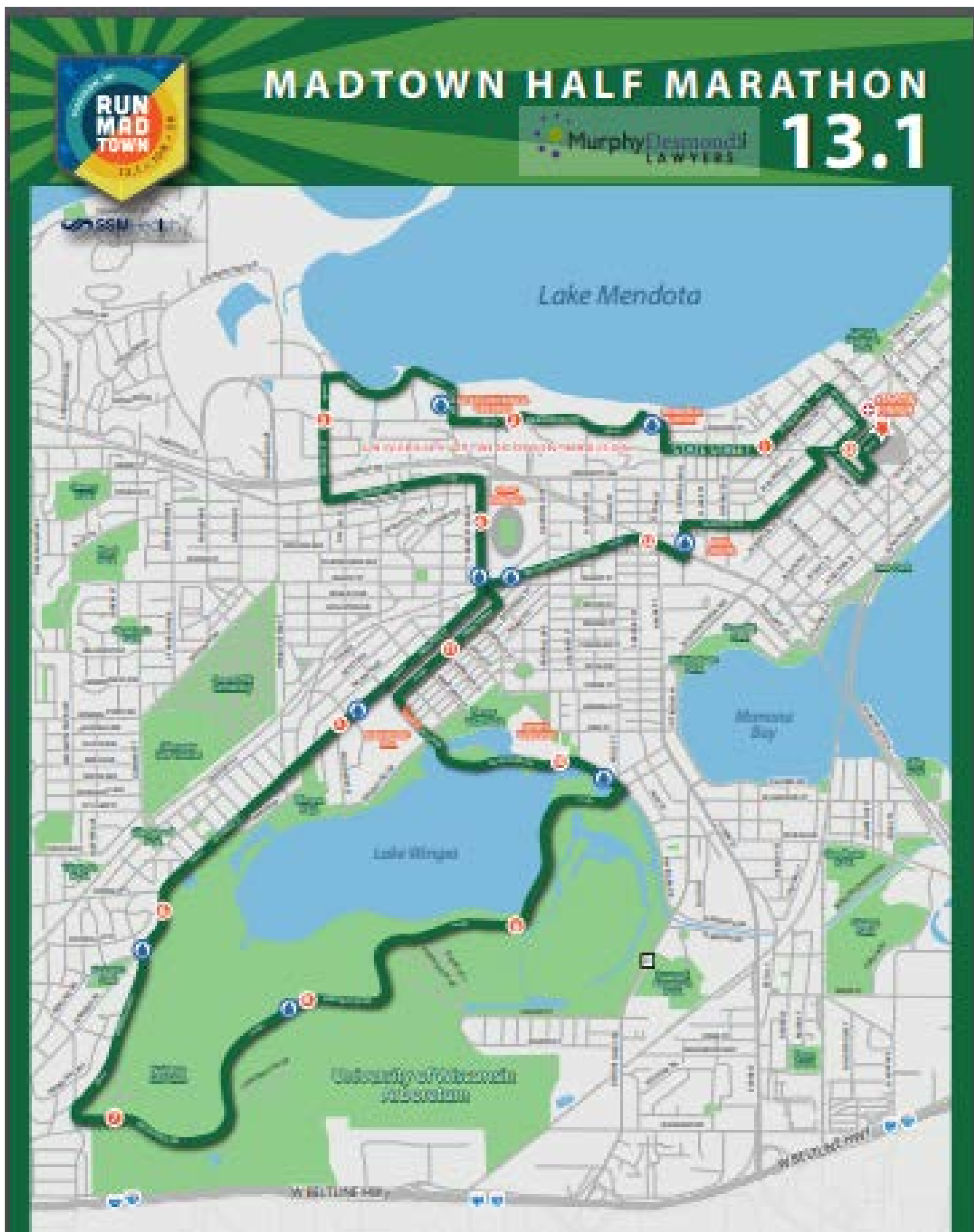
Toilets (30 plus 1 ADA)

Announcer (10x10 tent + stage)

Sound (bring own tent)

Run Madtown-Half Marathon
 Sunday, 5/26/19 - Capitol Square
 Site Map

Run Madtown Half Marathon Map



Run Madtown Half Marathon Turn by Turn

- Start on Mifflin St. at Wisconsin Ave.
- Left on Carroll St.
- Right on W. Washington
- Right on Fairchild (against traffic)
- Right on Dayton
- Left on Wisconsin (Left side of road, against traffic)
- Left on Gilman St.
- Right on State St.
- Right on Lake St.
- Left on Langdon St.
- Right on Park St.
- Left on Observatory
- Right on Walnut St.
- Turnaround just after Marsh Dr. to head back South on Walnut St.
- Left on University Ave. (North side of road)
- Right on Breese Terrace (Stadium Side in coned lane)
- Left on Monroe St.
- Left on Nakoma
- Left on Manitou Way (on east side of road)
- Left on Seminole Highway
- Left on McCaffrey Dr.
- Left on N. Wingra
- Left on Vilas Park Dr.
- Straight onto Edgewood Ave.
- Right onto Madison St.
- Left on Oakland Ave
- Right on little St. to SW Commuter Path
- Left on E. Campus Mall
- Right on W. Dayton St. (Kohl Center side of road)
- Left on N. Henry St.
- Right on State St.
- Left on Mifflin St. to Finish

2019



Emergency Action Plan And Protocol

This outline will serve as a guideline for Madison Festivals, Inc. to handle emergency situations on race day.

EMS Command Post

The EMS Command Post (CP) will be located per direction from Madison Fire Department. The CP 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 and with cell phones as back-up.

Emergency Management Committee (EMC) 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

- Andrew Rose – Race representative in Command Center
- Ryan Griessmeyer – Race Director
- Ryan Richards – Course Director
- Jacky Hernandez – Marketing Director
- Rob Buethling – Announcer
- Kacey Kronenfeld – SSM Health
- Race staff at the Start
- Race Staff at the Finish
- Each Aid station
- Course Vehicles

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

Cell Phone Numbers

- Race Director – Ryan Griessmeyer – 608-444-2261
- Course Director - Ryan Richards – 608-209-6958
- Marketing – Jacky Hernandez 909-348-4280
- Volunteer Director – Lori Cerniglia – 608-577-9388

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 SSM Health, located at 700 S. Park St. These hospitals will be used by choice of patient and/or EMS Transport for more severe injuries. Madison Fire and EMS is the primary transport 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. Kacey Kronenfeld is the Medical contact 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
- 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.”

Emergency 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 Andy Rose will be in the race command center. Andy will be monitoring weather radar and reports via internet weather websites. Andy 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, Race 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, Brodie Birkel, Race 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:

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 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 name and/or race number of the participant/patient. This is the best and most expedient

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.

2019 Event Schedule

Thursday, May 23

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

Saturday, May 25

- 8:00am –100 block of Wisconsin Ave is closed for set up
- 3:00 pm – Half marathon start and finish line set up begins on Mifflin St. Portable restrooms delivered to Library Mall, Square and to course locations
- 3:00pm – 5k and 10K start and finish line set-up begins.
- 6:00pm – 5K/10K Course Set-Up Begins
- 6:00pm – “Post-Race Party” opens – beverage, beer, merchandise and food sales available
- 6:00pm – Amplification begins at the 5K/10K start line.
- 6:30pm – Kids Races take place.
- 8:00pm – 5k and 10K races begin.
- 10:00pm – 5K/10K race concludes, beer vending ends

way to identify the person and contact her/his family. Pass that information along to the event Medical Director, 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:

Sunday, May 26

- 2:30 am – Half Marathon Course set-up begins
- 5:00 am – Intellasound arrives to set-up start line sound system
- 5:00 am – Set up timing at the start line
- 6:00 am – Race announcements begin
- 6:55am – MyTeam Triumph Start.
- 7:00am – Half Marathon Start. Merchandise, food and beverage sales begin
- 7:01 am to 11:30 am – Ongoing race management
- 9:00 am – Volunteers/vendors begin course pick-up
- 11:30 am – Last runner crosses finish line, amplification ends, merchandise, food and beverage sales end
- 2:30 pm – tear Down Complete and off the square

Site Map – Attached

Safety and Security Plan

Officers from the Madison Police Department, Madison Fire Department, UW Police Department will be stationed on the courses to oversee race progress as well as in contact with Event Command Center. 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.
- 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

- SSM Health physicians supported by additional professionals will staff the finish line medical aid tent.
- SSM 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.
- Madison Fire Department 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 receptacles for recycling during the event, May 25 and 26, 2019. 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.