

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Jerry Kempfer  
Madison Events Production, LLC  
5118 Wintergreen Dr  
Madison, WI 53704  
Email: Jerry@mymadisonevents.Com  
Phone: (608) 241-7093

### Contact During Event

Jerry Kempfer  
Run Strong Madison  
5118 Wintergreen Dr  
Madison, WI 53704  
Email Robin@mymadisonevents.Com  
Phone: (608) 217-7093

### Event Information

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Name of Event:

Event Type:

Estimated Attendance:

Is this a new event:

### Event Additional Information

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Run/Walk:

Music/Concert:

Festival:

Rally:

Parade:

Posting no parking signs or bagging meters?

Other:

If other, please describe:

### Site Map

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Each event application must include a detailed event site map with the following items 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

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Capitol Square:

State Street Mall (700/900):

30 on the Square:

Other:

Street Names and Block Numbers:

Starts and finishes at Winnequah Park in Monona.  
Follows the Lake Loop around Lake Monona  
No Street Closure / Parking lane requests & bike path

## 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
08/31/2024	01:00 AM	08/31/2024	08:00 AM	08/31/2024	02:00 PM	08/31/2024	02:00 PM	

## Temporary (Picnic/Beer) Licenses

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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

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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

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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
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### 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.

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Will you need equipment rental from the City of Madison?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

### Marketing

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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?:

Event Website: <https://www.runmadcity.com/>

**Notes:** The Rockin Brews Marathon combines running with Craft Beer & Live Music. The event is designed for groups, individuals and serious competitors. There is a (Boston Qualifier) Full Marathon, Half Marathon, Half Marathon Walk (timed) and a 5K Run. Live Bands will play at the Finish Line Festival.

## Acknowledgement

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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

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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

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By initialing, I/we  
waive the 21-day  
decision  
requirement :

JK

Signature: Jerry Kempfer

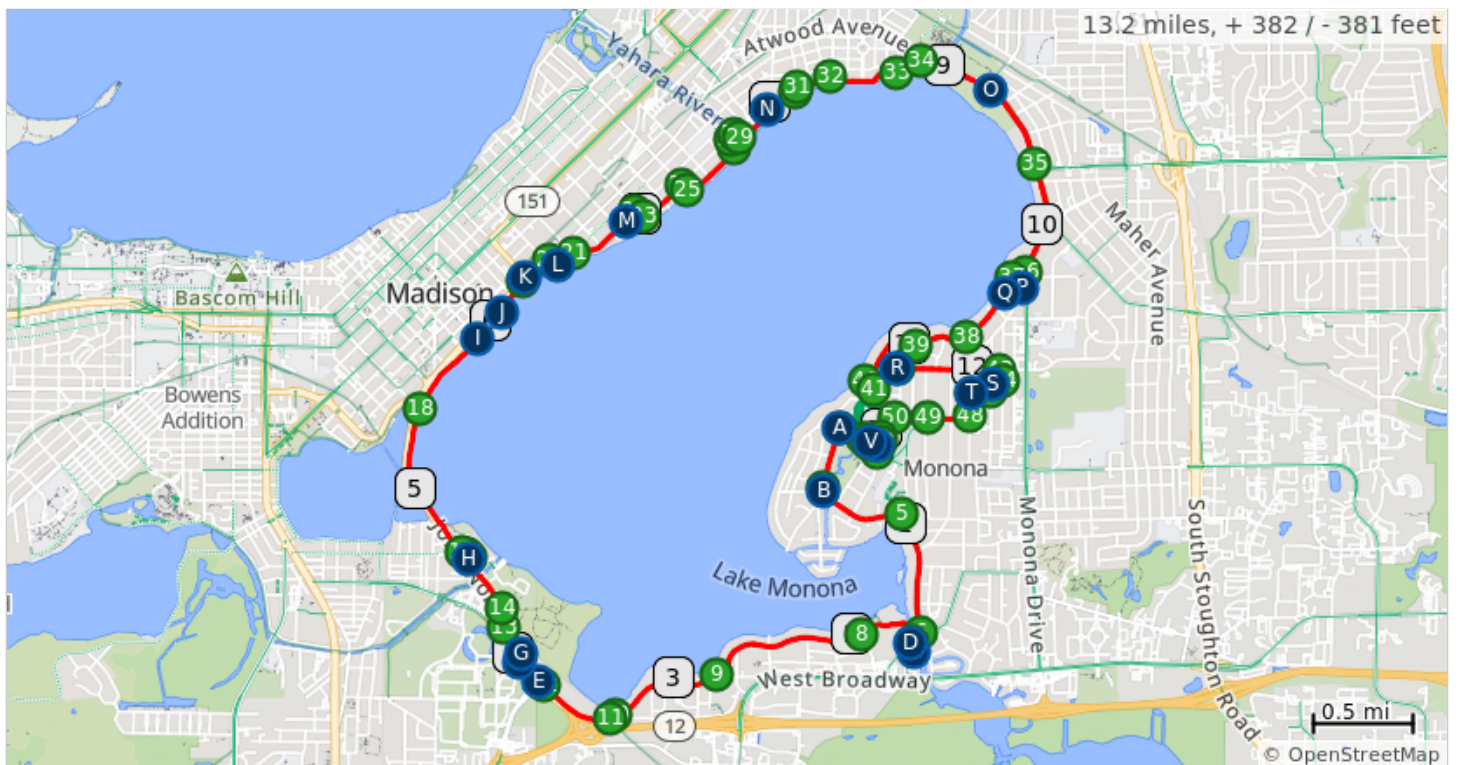
Date: 05/11/2024

# ROCKIN BREWS MARATHON & HALF MARATHON












## Official course of the Rockin Brews Marathon








A.	2 COURSE MARSHALS @ NICHOLS RD. & WINNEQUAH RD.	L.	SHELTER @ ELKS LODGE
B.	2 COURSE MARSHALS @ WINNEQUAH RD. & WINNEQUAH TRAIL	M.	SHELTER @ IMMANUEL LUTHERAN CHURCH
C.	SHELTER @ THE BREAKWATER	N.	AID STATION #4 & BATHROOM
D.	AID STATION #1 & BATHROOM	O.	1 MPD OFFICER @ OLBRICH BEACH LOT ENTRANCE
E.	2 MPD OFFICERS @ SHERATON HOTEL ENTRANCE	P.	SHELTER @ HABITAT RESTORE
F.	AID STATION #2 & BATHROOM	Q.	AID STATION #5 & BATHROOM
G.	SHELTER @ HOLIDAY INN EXPRESS	R.	2 COURSE MARSHALS @ WINNEQUAH RD & W. DEAN AVE.
H.	1 MPD OFFICER @ E LAKESIDE ST & OLIN-TURVILLE CT	S.	1 COURSE MARSHAL @ SCHOFFIELD ST. & STARRY AVE.
I.	SHELTER @ MONONA TERRACE	T.	1 COURSE MARSHAL @ SHORE ACRES RD. & LAMBOLEY AVE.
J.	AID STATION #3 & BATHROOM	U.	SHELTER @ MONONA COMMUNITY CENTER
K.	1 MPD OFFICER @ MACHINERY ROW ENTRANCE		



## ROCKIN BREWS MARATHON & HALF MARATHON

	Start of route
	Right onto Nichols Road
	Left onto Winnequah Rd
	Stay left on Winnequah Road
	Slight Right to stay on Winnequah Road
	Right on Bridge Road
	Right onto Bike Path
	Continue onto Waunona Way
	Slight Right on Waunona Way
	Go Straight onto Bike Path
	Right on Bike Path
	Continue Straight on Bike Path
	Stay Right on Bike Path
	Straight on Olin-Turville Court
	Slight Left onto East Lakeside Street
	Right onto Bike Path

4.6 miles. +139/-137 feet

	Stay Right on Bike Path
	Continue Straight on Bike Path
	Slight Right on Bike Path
	Continue Straight onto Jenifer St
	Right on Spaight Street
	Right onto South Ingersoll Street
	Left onto Rutledge Street
	Right onto S Baldwin St
	Left onto Morrison Street
	Morrison Street turns left and becomes South Thornton Avenue
	Right on Rutledge Street
	Right on Riverside Drive
	Riverside Drive turns left and becomes Yahara Place
	Continue left onto Dunning Street
	Right onto Lakeland Avenue
	Right to stay on Lakeland Avenue

3.8 miles. +89/-71 feet

↑	Go Straight down the Bike Path
→	Right onto the Sidewalk
↑	Continue Straight on Sidewalk
→	Right on Winnequah Road
↙	Left on Winnequah Road
↗	Stay Right on Winnequah Road
→	Right on Tonyawatha Trail. Do Not Go Straight or you will be disqualified.
←	Left on Progressive Lane
←	Left on Winnequah Road
→	Right on West Dean Avenue and Stay on Sidewalk
→	Right on Wallace Avenue
→	Right on Starry Avenue
←	Left on Schofield Street
→	Right on Lamboley Avenue
←	Left on Shore Acres Road
→	Right on Greenway Road

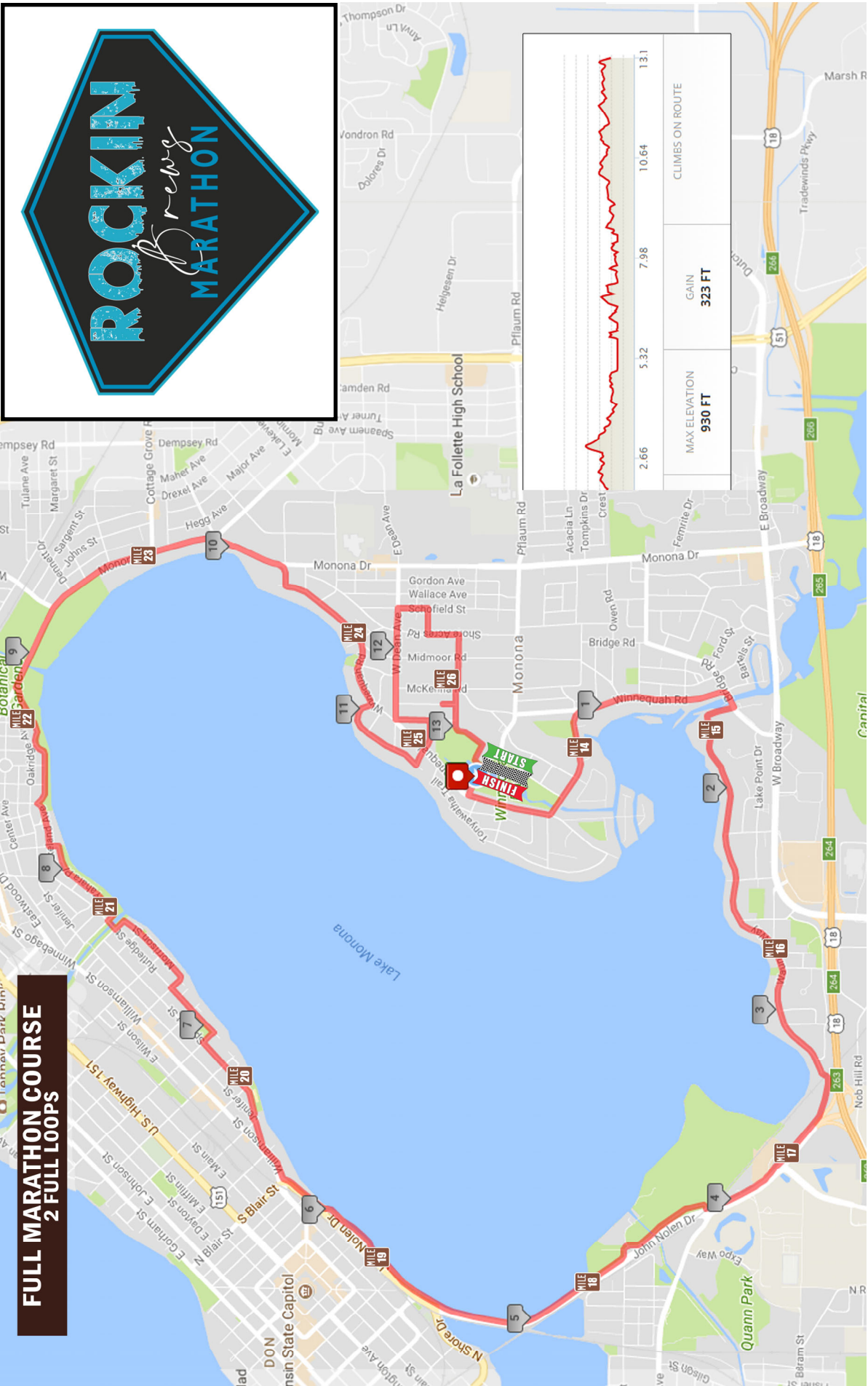
4.2 miles. +109/-115 feet

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↑	Continue Straight on Greenway Road
↙	Slight Left onto Bike Path
←	Stay Left onto the Sidewalk
↗	Slight Right on Sidewalk
→	Right onto Nichols Road
→	Right into the Parking Lot.
📍	End of route

0.7 miles. +3/-18 feet

# FULL MARATHON COURSE MAP



**FULL MARATHON COURSE  
2 FULL LOOPS**



BLOCK	STREET	SIDES	STREET SIGNS/2HR.	STAKES	TOTAL	DATE/TIME POSTED	PERSONNEL	NOTES:	
1518-2012	Waunona Wy	North	6	17	23				
2916 - 3216	Waunona Wy	North		21	21				
1100	Olin-Turville Ct	East		9	9			9 stakes	
700	Jenifer St	South	5	3	8			3 staked	5 on signs
900-1000	Spaight St.	South	9	6	15			6 staked	9 on signs
600	S Ingersoll	West	2	1	3				
1100 - 1200	Rutledge St.	South	8	5	13			3 staked	5 on signs
700	S Baldwin St	West	2	3	5				
1300 - 1500	Morrison St	South	8	9	17			9 staked	8 on CSCL signs
700	Dunning St.	East	2	1	3				

Proceeds to benefit



**ROCKIN BREWS**  
MARATHON  
HALF MARATHON  
13.1 MILE WALK  
5K RUN

AUGUST 31, 2024



Madison Events Production LLC

[www.mymadisonevents.com](http://www.mymadisonevents.com)

[jerry@mymadisonevents.com](mailto:jerry@mymadisonevents.com)

608-241-7093

# EVENT SCHEDULE

## THURSDAY, AUGUST 29, 2024

01:00 pm - Set up NO PARKING signs along the course

## FRIDAY, AUGUST 30, 2024

10:00 am - Set up directional signs & mile markers along the course

12:00 pm - Set up FINISH LINE FESTIVAL area in Winnequah Park

12:00 pm - Set up Start and Finish Line area in Winnequah Park

## SATURDAY, AUGUST 31, 2024

01:00 am - Set up cones, traffic signs, barricades & aid stations along courses

07:00 am - Begin walk-up registration near Start Line

07:30 am - Race Announcer will begin making announcements

07:50 am - National Anthem

08:00 am - Full Marathon, Half Marathon, Relays and 13.1 Mile Walk begin

10:00 am - Finish Line Festival opens, Live Music, drinks and snacks

12:00 pm - Start removing cones, barricades, mile markers and aid stations

02:00 pm - Last participants are finished

02:30 pm - All trash, signage, water stations and cones are removed from the course

04:00 pm - Finish Line Festival closes

## SUNDAY, SEPTEMBER 1, 2024

08:00 am - Tear down & clean up FINISH LINE FESTIVAL area

Start & Finish Line	Winnequah Park - Monona, WI
Race Course Begins	8:00 am
Race Course Ends	2:00 pm
Course Set-Up	1:00 am
Course Closed	2:00 pm
Courses	Marathon, Half Marathon & 5K
Run Event Produced By	Madison Events Production, LLC
Main Event Organizer	Madison Events Production, LLC
Permits & Insurance	Madison Events Production, LLC
Race Director	Jerry Kempfer 608-241-7093
Event Coordinator	Robin Kempfer 608-217-5941
Course Management	Madison Events Production, LLC
Charity	Run Strong Madison, Inc

# **COURSE OPENINGS, CLOSINGS & TRAFFIC CONTROL**

## **FRIDAY, AUGUST 30, 2024**

12:00pm - Set-up Start/Finish Line area at Winnequah Park Monona, WI

## **SATURDAY, AUGUST 31, 2024**

1:00am - Put cones, mile markers and Aid Stations along courses

6:00am - Set-Up Registration and Packet Pick-Up Tents

7:00am - Walk-Up Registration and Packet Pick-Up begin

7:30am - Race Announcer begins announcements

7:45am - Walk-Up Registration closes

7:45am - Course Marshals arrive at assigned posts along the race courses

7:50am - National Anthem

### **City Of Madison Police/Traffic Control arrives at the following Locations**

**Event Officer** - 7:30-2:00 pm - 7:30 Safety briefing at Winnequah Park, get 2-way radio, and monitor entire course during the marathon.

**Officer 2 & 3** - 8:00-12:00 pm - Capital City Trail & Rimrock Road (in front of the Sheraton Hotel)

**Officer 4** - 8:00-12:00 pm - E. Lakeside St & Olin-Turville Ct

**Officer 5** - 8:15-12:45 pm - In front of Machinery Row Bicycle

**Officer 6** - 8:30-1:00 - Atwood Ave & Walter St at Olbrich Beach entrance

8:00 am - Full Marathon Begins

12:00 pm - Begin picking up cones and opening roads along Marathon course

2:00 pm - All roads are opened

2:00 pm - All Aid Stations, No Parking Signs and Start/Finish Line are removed and trash picked up

\*All Madison Metro Bus Stops will remain open and accessible during the event

## **CLEAN-UP**

### **Madison Events Production, LLC & Volunteers**

Our staff and a crew of volunteers will clean up all areas surrounding aid stations. Trash will be disposed of by Madison Events at the Sycamore Rd drop off site.

# SUMMARY OF EMERGENCY COVERAGE

## BIKE PATROLS

We will have 4 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 1 MFD UTV ambulance and 1 MFD regular ambulance 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

- Mile 1.7, Mile 4, Mile 6.1, Mile 8, Mile 10.4, Finish Line (repeat for Full Marathon)
- 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, sprains, dehydration, and other non-emergencies.

## RACE COURSE MEDICAL PLAN

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

The Ambulance will be stationed near the finish line for any potential transports. 911 will be used for any life-threatening emergencies. Every Aid Station includes a Registered Nurse, a two-way radio and a contact list for non-life threatening emergencies..

## EMERGENCY PROCEDURES

We will have an updated Emergency Action Plan that will be distributed to every volunteer and staff member. The document will have a list of contacts with names and phone numbers. All Aid Station Captains and Madison Events staff will have 2-way radios

## WEATHER, MEDICAL, FIRE OR POLICE EMERGENCIES

We use a colored-flag warning system for all course dangers, including weather, medical, fire & police events. There will be a flag system at each Aid Station along the course. The EAP Manager will contact each Aid Station Captain to initiate a color change as needed. The following describes each flag color.

### GREEN

Good Conditions: Everything is normal

### YELLOW

Caution: Increased risk of heat related problems or a nearby medical, fire or police event. If heat related, runners should increase hydration.

### RED

Extreme Risk: If heat related, the race clock has stopped, runners should hydrate and walk back to the finish line if possible. Our course Crew will pick up runners who cannot continue. If there is a nearby medical, fire or police event that is a risk to the runners, runners will be re-routed to avoid the area of the event.

### BLACK

Extreme Emergency: The race is canceled. Runners should seek shelter immediately.

# **WEATHER EMERGENCY PROCEDURE**

## **LIGHTNING**

We have applied with the NWS for up-to-the-minute weather reports. We also use the Weather-Bug app and the Accuweather Weather app to track local weather. If there is an approaching system and lightning strikes within 20 miles, participants will be asked to wait until the storm has passed. If lightning strikes within 10 miles, Participants will be asked to take immediate shelter. The event will be postponed up to 45 minutes. If the event cannot start within 45 minutes of the scheduled start, it will be cancelled.

## **HEAT**

Using our weather apps to monitor temperatures & heat indexes, the event will be cancelled if the temperature or heat index exceeds 90F. The event will go on under caution for temps and heat indexes in the 80's and will go on as scheduled with temps and heat indexes below 80F.

## **FLOODING**

Using our weather apps, forecasts and volunteers on the course, we will monitor for any areas that may flood or cause a water hazard. If the flooded area is passable on foot, participants will be asked to use caution when approaching. If an area is not passable on foot, participants will be instructed to turn around and head back to the starting area.

## **TORNADO**

Any chance of a tornado within 1 hour of the scheduled start time will cause a delay and participants will be asked to seek shelter immediately. If the system passes within 45 minutes of the original start time, the event will begin. If there is still a risk of tornadoes 45 minutes past the scheduled start time, the event will be cancelled.

## **EXTREME WINDS**

If sustained wind speeds or under 25 mph, or wind gusts are under 35 mph, the event will continue under caution. If sustained winds exceed 25 mph, or wind gusts exceed 35mph, the event will be cancelled. We will allow up to 45 minutes past the original start time before cancelling.

In all cases, we will use Facebook and Instagram to keep participants updated. We will use 2-way radios and cell phones to contact volunteers, EMT's and Police

# MISSING PERSONS AND MISSING CHILDREN PROCEDURE

## **LOST PERSONS**

We will have a policy in place to help spectators and participants find each other if lost. An announcement by the Race Director will ask that the lost person report to the Announcer's stand. This policy is for missing adults only.

## **LOST CHILD**

An announcement by the Race Announcer will ask that the lost child or parents of a lost child report to the Announcer's stand. The Announcer will give a description of the child to help others locate them. A member of the Race Staff will immediately report the lost child to the nearest Police Officer and/or Emergency personnel. A description of the child will be broadcast over the 2-way radios to alert all staff members of the race.

Lost Person Coordinator:

\_\_\_\_\_ TBA\_\_\_\_\_ (number).

## **LOST CHILD IS FOUND**

Stay with the child until the Lost Person Coordinator can take charge of the child. **DO NOT LEAVE THE CHILD UNATTENDED!**

Contact anyone who is looking for the child that they are found and have Race Announcer make announcement.

## **ROCKIN BREWS MARATHON TRASH AND RECYCLING PLAN**

Each Aid Station along the course will be staffed with personnel who will pick up all water cups and other trash left by runners. All trash will be removed by Madison Events staff.

# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "Rockin Brews Marathon" will be held 08/31/24 at Winnequah Park and the Lake Monona Loop.

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Rockin Brews Marathon" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

## III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

## IV. BASIC PLAN

### A. Emergency Action Plan (EAP) Event Representative

1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as Race Director: Jerry Kempfer.

### B. Emergency Notification

1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
2. We  will /  will not have on-site EMS (Madison & Monona Fire Departments)
3. We  will /  will not have on-site Police or Security ( Monona Police Department)

### C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the [National Weather Service's Madison Weather Forecast website](#).
2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such Jerry Kempfer and will be responsible to monitor the weather conditions before and during the event.
3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee Jerry Kempfer will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
4. There are very limited provisions for sheltering participants in the event of severe weather.
5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

### D. Fire

1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
3. If cooking is intended, you must contact the fire department and -
  - a) Must have a valid fire extinguisher, 2A10BC



- b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
- c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
- d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
- 4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
- 5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
- 6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

**E. Medical Emergencies**

- 1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
- 2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
- 3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

**F. Law Enforcement**

- 1. The need for constant Law Enforcement presence at this event  
 has /  has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
- 2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

**G. Emergency Vehicle Access**

- 1. Access for Emergency Vehicles will be maintained at all times.
- 2. 20' Fire Lanes are required to be kept open at events.
- 3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
- 4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
- 5. Crowd control will be managed by: Robin Kempfer.
- 6. Parking for vendor and staff vehicles will be: Winnequah Park lot.
- 7. Parking for attendee vehicles will be: Winnequah Park neighboring streets.

**V. CONTACT INFORMATION**

Primary Contact	Jerry Kempfer	608-241-7093
Secondary Contact	Robin Kempfer	608-217-5941
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345