

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event PurpleStride Madison 2014

Event Organizer/Sponsor Cassandra Clark / Diane Jensen

Is Organizer/Sponsor a 501(c)3 non-profit agency? Pancreatic Cancer Action Network Yes No

If Yes, provide State of Wisconsin Tax Exempt Number 33-0841281

Address 1500 Rosecrans Ave. Ste 200

City/State/Zip Manhattan Beach, CA 90266

Primary Contact Cassandra Clark FAX (310) 725-0029

Work Phone (310) 106-3355 Phone During Event (760) 917-0448

E-mail cclark@pancan.org

Website www.purplestride.org/madison

Secondary Contact Diane Jensen

Work Phone (608) 292-4100 ex. 30320 Phone During Event (608) 219-7064

E-mail djensen@pancanvolunteer.org

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: Pancreatic Cancer Action Network

Estimated Attendance 2,200 + (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 8am to 12pm Yes No

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: Warner Park Neighborhood

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 4/27/14 Rain Date(s) N/A

Event Start Date(s)/Time(s) 4/27/14 8am Set-Up Date(s)/Time for Event 4/26/14 4pm

Event End Date(s)/Time(s) 4/27/14 12pm Take-Down Time 4/27/14 1pm
Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____/We waive the 21-day decision requirement. _____ (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 Cassandra Clark Date 12/9/13

PURPLE STRIDE

MADISON 2014

5K RUN 2M WALK

WARNER PARK

Starts & Ends in the
Mallard's Stadium

APRIL 27, 2014

Benefiting

The Pancreatic Cancer
Action Network

Working to advance research, support
patients and create hope for those affected
by pancreatic cancer.

www.pancan.org/madison

djensen@pancanvolunteer.org

608-219-7064

Detailed Timeline With Traffic Control

Saturday, April 26, 2014

09:00am - Set-Up Tents & Tables inside the Mallard's Stadium

Sunday, April 27, 2014

05:30am - Set-up Start/Finish Line inside the Mallard's Stadium

06:00am - Signage, mile markers and Aid Stations along courses

07:00am - Put cones along courses

07:30am - Registration and Participant Check-In

08:30am - Opening Ceremonies

09:10am - Race Announcer begins announcements

09:15am - Course Sentries arrive at assigned posts along the race courses

09:15am - City Of Madison Traffic Control arrives at the following Locations

Officer 1 - Corner of Monterey Dr and Wyldewood Dr

Officer 2 - Corner of Wyldewood Dr and Sheridan Dr

09:20am - 5K Run starts

09:22am - 2M Walk starts

09:45am - Officers move to secondary locations (after all walkers & runners pass)

Officer 1 - Move to Warner Park exit at Sherman Ave

Officer 2 - Move to Warner Park exit at Northport Dr

09:45am - Begin picking up cones along 5K & 2M courses

10:15am - 5K Run Ends

10:30am - 2M Walk Ends

11:00am - Aid Stations, No Parking Signs and Start/Finish Line are removed and trash picked up

11:00am - All roads are opened

11:00am - Traffic Control Officers are finished

Additional Items

Madison Metro Buses

No Madison Metro Buses are affected by the courses

Neighbors and Businesses

A Courtesy Flyer will be delivered to the homes along the routes. The flyer will give notification of the event times and will have contact information for Starting Line Events and the Pancreatic Cancer Action Network.

Start & Finish Line	Warner Park
Course Set-Up	5:30 am
Race Course Opens	9:20 am
Race Course Closes	10:30 am
Course Tear-Down	11:00 am
Courses	5K Run, 2M Walk
Run Event Produced By	Starting Line Events, LLC
Main Event Organizer	Pancreatic Cancer Action Network
Permits & Insurance	Pancreatic Cancer Action Network
Race Director	Jerry Kempfer 608-241-7093
Event Coordinator	Diane Jensen
Course Management	Starting Line Events, LLC

Safety Plan

Ambulance and EMT's

Ryan Bros. Ambulance will have one ambulance dedicated to cover the course. This unit will be located in the Mallard's Stadium and will respond if needed. We will also have volunteer Nurses equipped with 2-way radios, at the Aid Station, to monitor the participants. 911 will be used for any life-threatening emergencies.

Trained Personnel

Every Staff Member of Starting Line Events, LLC is certified in Adult & Infant First Aid/CPR/AED through the American Red Cross. There will be a minimum of 4 certified Staff Members throughout the course at all times.

Bike teams

We will have a bicycle team dedicated to covering the 5K course. This unit will be equipped with a 2-way radio and will be roaming and responding as needed.

Aid Stations

The Aid Stations will be supplied with water and/or sports drinks. A licensed Nurse will also be equipped with a complete first aid kit and a 2-way radio to contact the Race Director or 911 for further assistance if needed.

Aid Station & Portable Bathroom Locations

- Start/Finish Line in Mallard's Stadium - Portable Bathrooms will be placed near entrance to Mallard's Stadium
- Sheridan Dr where the bike path enters Warner Park - 2 Portable Bathrooms will be placed here

Start/Finish Line Medical Help

The start/finish line medical area will be equipped with water, sports drink, food and standard portable medical kits for sprains, cuts etc. A Ryan Bros. Ambulance will be stationed near the finish line for any potential transports. 911 will be used for any life-threatening emergencies.

Emergency Procedures

Our Emergency Procedure Document is distributed to all necessary personnel. The document has a list of names and numbers to contact for different types of emergencies (weather, fire, injury, etc.). The Race Director, Director Of Operations, Aid Station Personnel, Bicycle Safety Teams and Various Volunteers have access to the Emergency Procedure Document .

Weather Emergencies

We have a detailed Weather and Emergency Policy/Plan on our website in case of inclement weather before the start of the race. We continue monitoring the weather via iPads and cell phones during the race. We use social media to warn participants of any conditions that may affect the event prior to their arrival. 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!

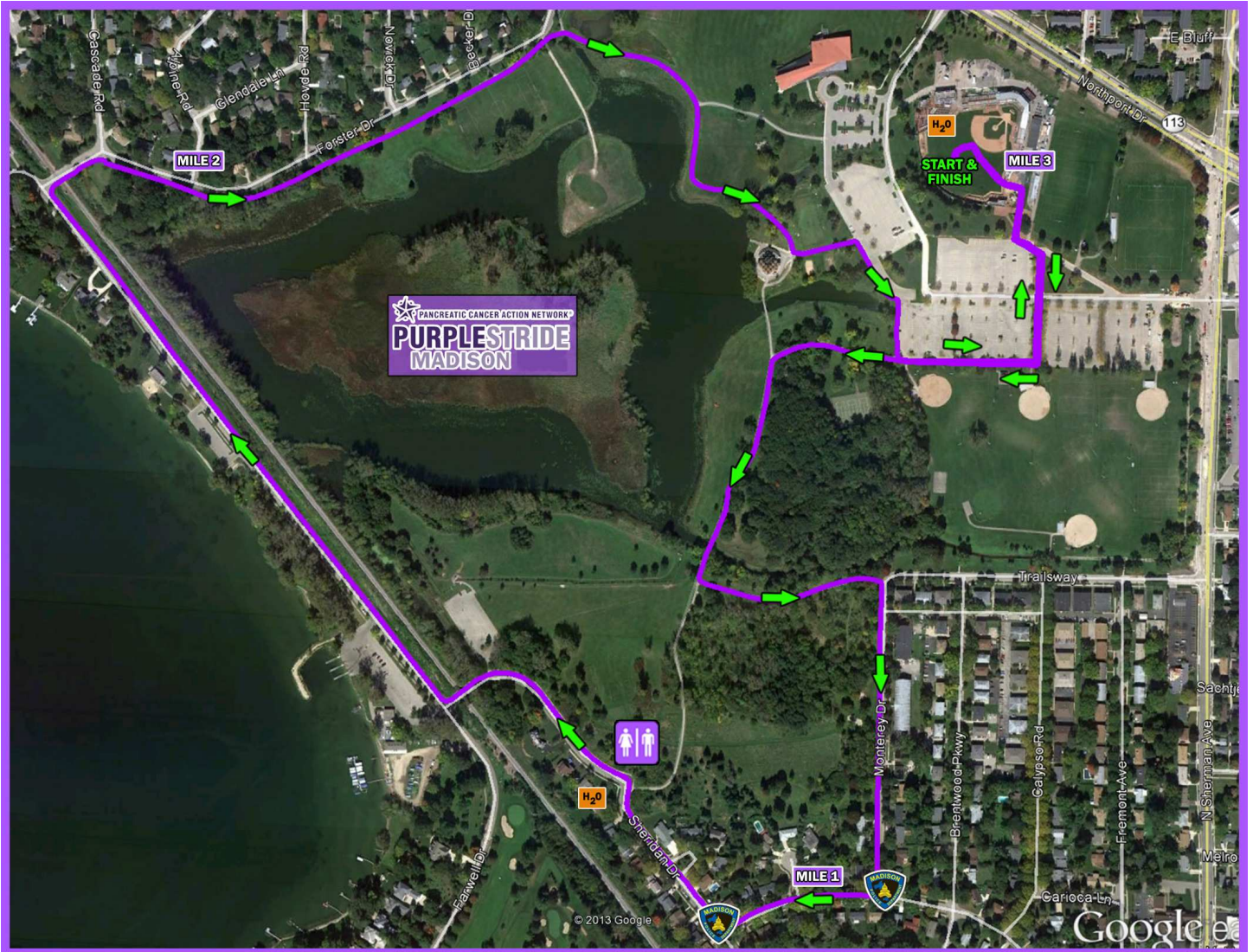
Staging Area With Trash & Recycle Map



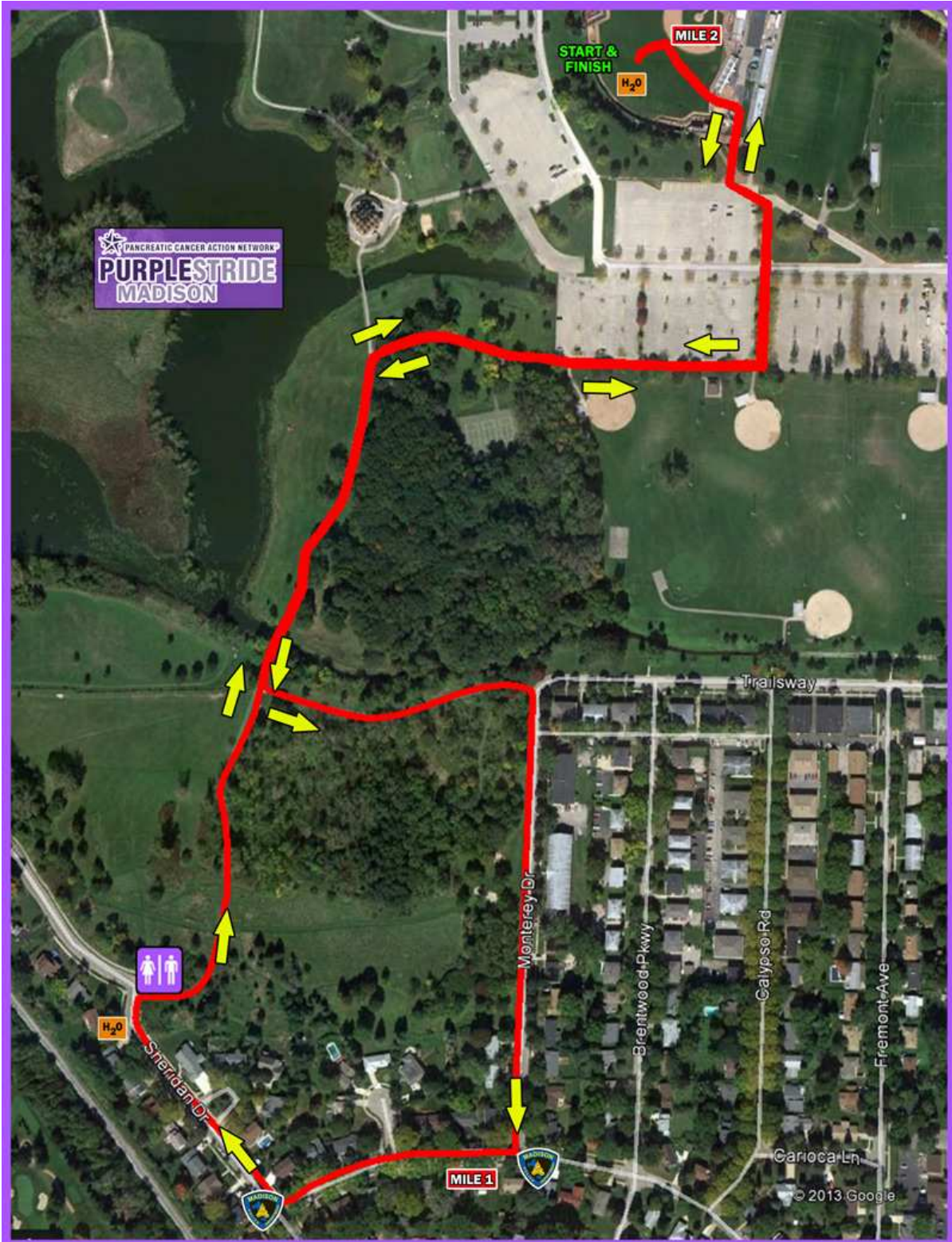
Recycle Plan

Trash around the Start/Finish area and all Water/Aid Stations, will be swept, picked up and disposed of in the proper containers. The Water/Aid Stations will have trash cans that will be brought back to the Start/Finish area and then hauled away from the park.

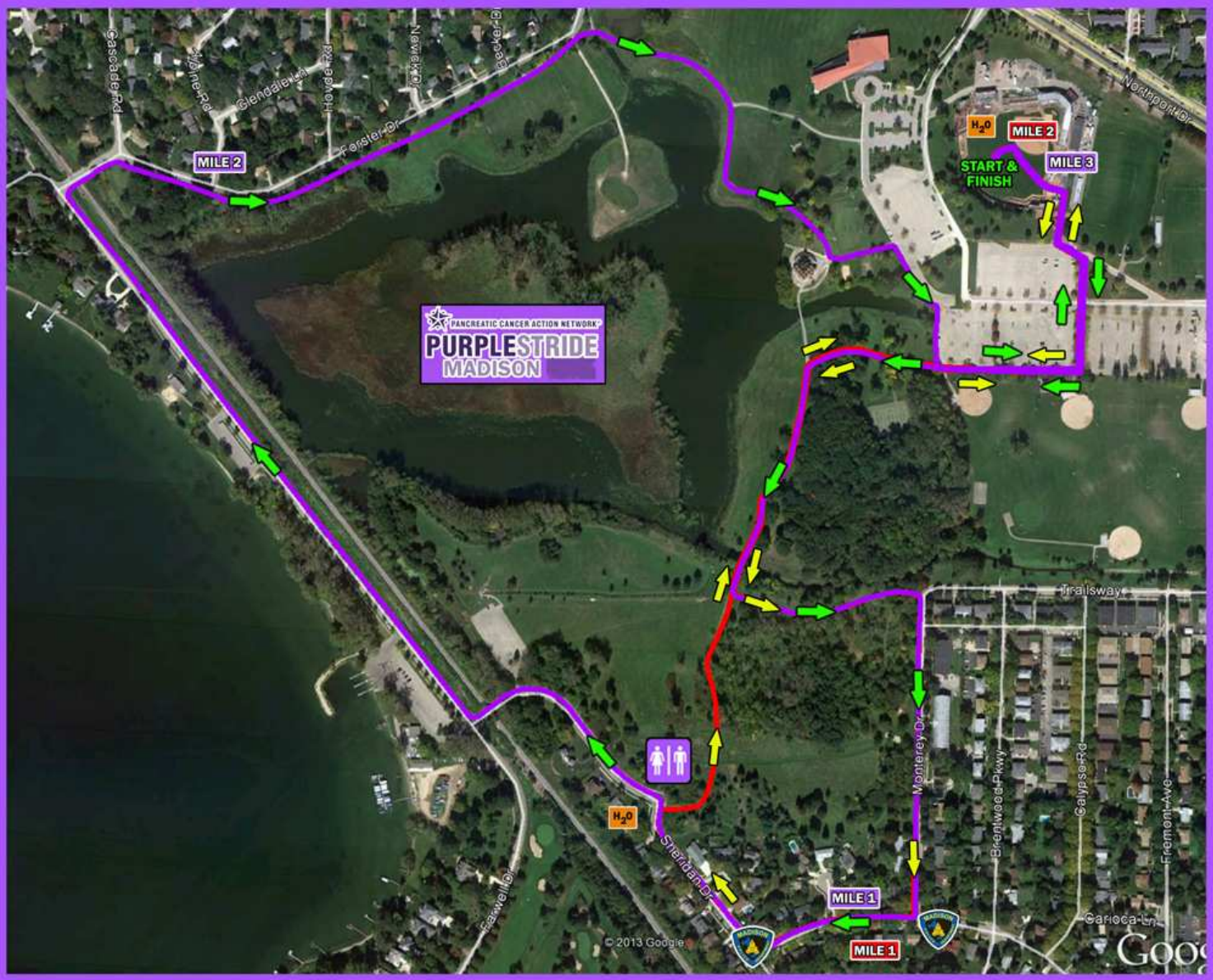
5K Run Course Map



2M Walk Course Map



Combined Course Maps



5K Run Course Turn-By-Turn Directions

WHEN FIRST RUNNER SHOULD PASS (based on a 5/minute mile time)

09:20am - Start in Center Field of Mallard's Stadium

09:20am - Cross Parking Lot and Enter the Warner Park Bike Path

09:23am - Turn Right on Monterey Dr

09:25am - Turn Right on Wyldewood Dr

09:25am - Turn Right on Sheridan Dr

09:27am - Turn Right on Woodward Dr

09:30am - Turn Right on Forster Dr

09:31am - Turn Right on Warner Park Bike Path

09:33am - Cross Parking Lot and Enter Mallard's Stadium

09:35am - Finish

WHEN LAST RUNNER SHOULD PASS (based on a 15/minute mile time)

09:20am - Start in Center Field of Mallard's Stadium

09:22am - Cross Parking Lot and Enter the Warner Park Bike Path

09:30am - Turn Right on Monterey Dr

09:35am - Turn Right on Wyldewood Dr

09:32am - Turn Right on Sheridan Dr

09:36am - Turn Right on Woodward Dr

09:49am - Turn Right on Forster Dr

09:51am - Turn Right on Warner Park Bike Path

10:00am - Cross Parking Lot and Enter Mallard's Stadium

10:08am - Finish

2M Walk Course Turn-By-Turn Directions

WHEN FIRST WALKER SHOULD PASS (based on a 12/minute mile time)

09:22am - Start in Center Field of Mallard's Stadium
09:23am - Cross Parking Lot and Enter the Warner Park Bike Path
09:30am - Turn Right on Monterey Dr
09:34am - Turn Right on Wyldewood Dr
09:35am - Turn Right on Sheridan Dr
09:38am - Turn Right on Warner Park Bike Path
09:42am - Cross Parking Lot and Enter Mallard's Stadium
09:46am - Finish

WHEN LAST WALKER SHOULD PASS (based on a 20/minute mile time)

09:22am - Start in Center Field of Mallard's Stadium
09:25am - Cross Parking Lot and Enter the Warner Park Bike Path
09:37am - Turn Right on Monterey Dr
09:42am - Turn Right on Wyldewood Dr
09:45am - Turn Right on Sheridan Dr
09:49am - Turn Right on Warner Park Bike Path
09:57am - Cross Parking Lot and Enter Mallard's Stadium
10:02am - Finish

Please email info@startinglineevents.com to request a full-color version of this plan and one will be emailed to you immediately.