

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Tim Hyland  
Next Level Sports  
4806 Eldorado Lane  
Madison, WI 53716  
Email: Tim@nextlevel-sports.Com  
Phone: (608) 220-7715

### Contact During Event

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### 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 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

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**Capitol Square:**

**State Street Mall (700/900):**

**30 on the Square:**

**Other:**

**Street Names and Block Numbers:** Starting/Finishing at the Holiday Inn, American Center at 5109 W. Terrace Drive. Route uses roads and paths through the American Center development. Roads used include Terrace Dr, Eastpark, Biltmore, American Pkwy, and Buttonwood. No roads need to be closed, a coned lane will be provided allowing traffic to flow. Route map is attached.

## 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
09/16/2017	5:00 AM	09/16/2017	9:00 AM	09/16/2017	10:30 AM	09/16/2017	12:00 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?:**

## 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:**

## 2017 Superhero 5k (Previously known as Run for Your Lives)

### Event Contacts:

Brian Robinson – Race Director – 608-695-2365

Cameron Neuhauser – Assistant Race Director – 608-807-8926

Tim Hyland - Course Director, Next Level Sports - 608-220-7715

### Event Description

The Superhero 5k is running race serving as a fundraiser for The Leukemia and Lymphoma Society. Though this is the first year of the running race, it is associated with the well-established Run Golf Cure event (<http://www.rungolfcure.com/>) that has raised more than \$330,000 since it began 11 years ago. The goal of the Superhero 5k is to increase fundraising totals, offer a morning event before the golf tournament for the out of town visitors, and have a little fun at the same time.

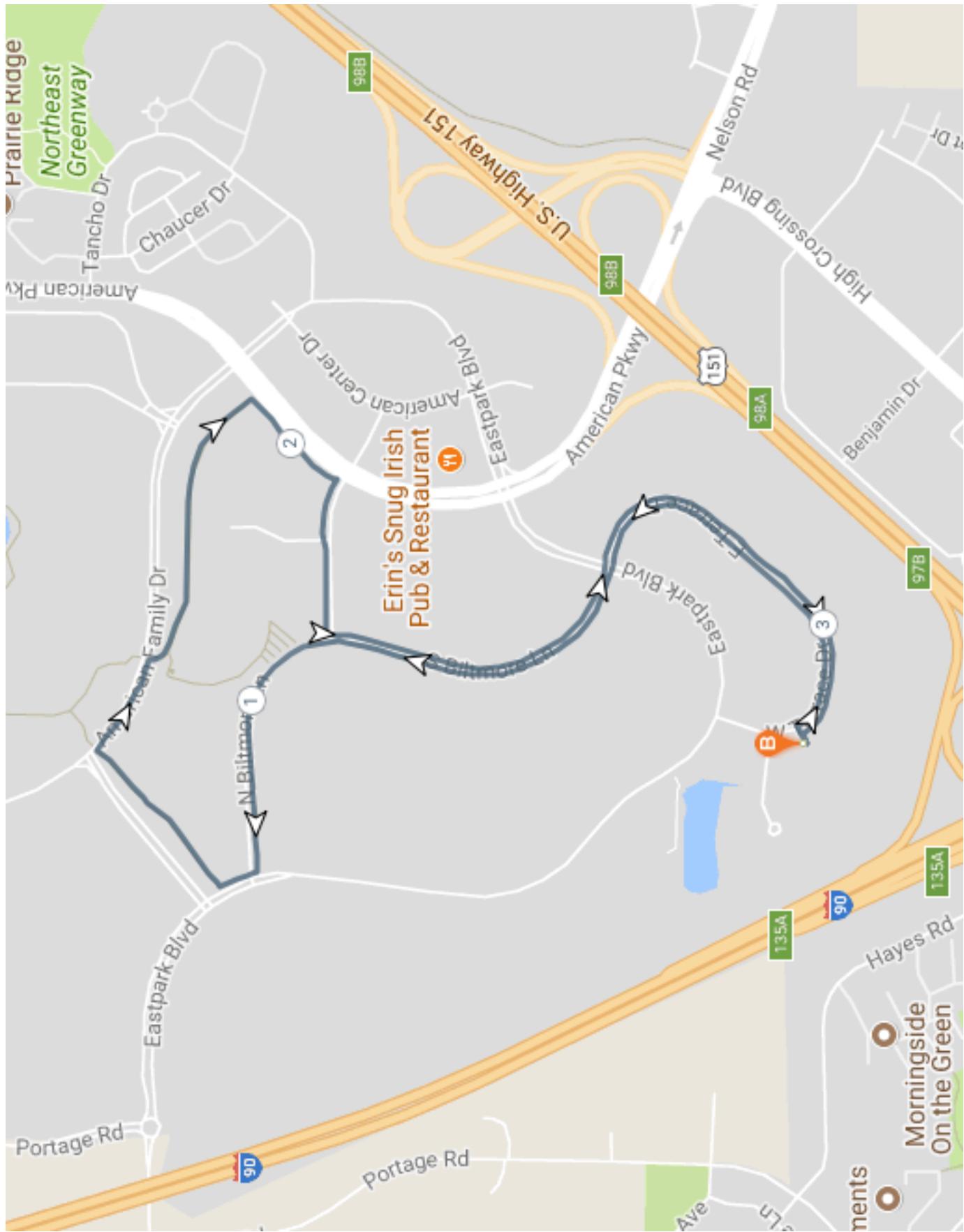
### Event Schedule:

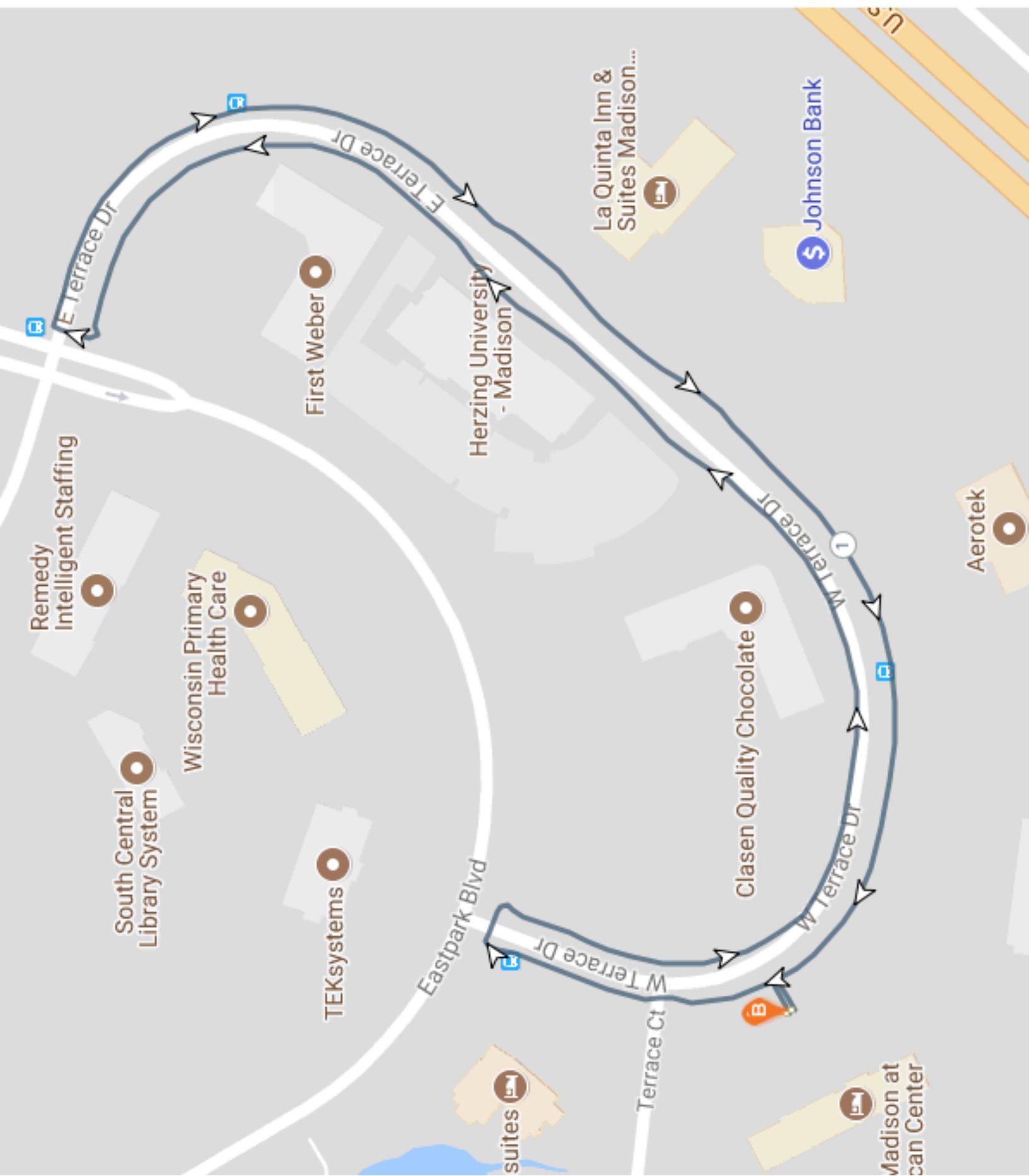
Saturday, September 16th, 2017

5:00am - 7:00am	Set up registration and start/finish at Holiday Inn Express
7:30am	Packet Pickup begins inside the Holiday Inn Express
9:00am	Kids Fun Run
9:10am	Announcements start; Marshal participants to start line
9:15am	5k Run/Walk begins
10:30am	Last participant off course - course is clear

### Site Map/Route: (Please see attached map and intersection diagrams)

The route will start and finish in the parking lot of the Holiday Inn Express at the American Center. Participants will exit the parking lot and head east on Terrace Dr. in a protected cone lane on the far right of the street. They will continue to the eastern intersection of Terrace Dr and East-bark Blvd.. They will cross Eastpark Blvd and continue up Biltmore Ln until they reach the northern intersection of Biltmore Ln and Eastpark Blvd. There, they will turn right, and then make a quick right onto Access Dr. between Eastpark Blvd. and American Family Dr. They will then make a right on American Family Dr. and continue until they reach American Parkway, and make a right turn. Participants will make a right turn on Buttonwood Dr. back to Biltmore Lane, and then head back towards the start.





## Overview of Race Management Plan:

### Safety and Security Plan:

- Participants will line up in the designated staging area within the Holiday Inn Express Parking lot
- All sections of the course on streets will be in protected cone lanes
- Course Marshals will be stationed at key intersections directing runners/walkers
- Police will be utilized at the intersection of to allow for traffic control and the safe crossing of participants out onto the course, and back towards the finish line.
- Lead and follow bike volunteers will escort the runners from Start to Finish along the path.
- One aid station/water station will be positioned along the route between Eastpark and American Family Drive, along access road.
- All participants are assigned a bib number specific to them, the race officials maintain the list of all participants including their race day contact information as well as an emergency contact.

### Weather Plan:

- Event manager will monitor weather forecasts in the days leading up to the event.
- If severe weather is threatening prior to the event, the event managers will make a decision whether to postpone or cancel the 5K and notify participants.
- The staff adheres to the 30/30 rule related to lightning, and reserves the right to postpone or shorten the event within the constraints of the venue and any relevant public safety officials contracted.
- Should inclement weather occur at the start or during the event, event personnel will direct participants to take shelter inside the Holiday Inn Express or other buildings along the course, depending upon the location of the participants on the course.

### Medical Plan:

- Volunteer medical support will be available for minor treatments and triage if necessary.
- If emergency transport is necessary, Run/Walk personnel will initiate 911 and also contact the Medical Tent with information regarding the situation.
- The event will give advance notice to the local fire department of the race to allow them to be prepared.

### Communication and Notification:

- All key personnel will have a Event Contact Card with the names, area of responsibility and cell phone numbers in order to initiate and maintain key communications.

### Clean Up and Recycling Plan:

- The majority of consumables will be disposed of/recycled at the Holiday Inn Express.

- The Aid Station crew will be responsible for cleaning up and trash, etc. around their station.
- A crew of 4 - 5 will be responsible for checking the route for any visible trash.

Components:

- As a general rule, the 5K Run/Walk will use the far right lane for the event
- Fixed Course Marshals – stationed at intersections to control pedestrian/bicycle traffic while race participants pass
- Bicycle Course Marshals – lead and shelter the runners in advance and to the side of the route, traveling with the participants to create the safe envelope
- Lead Marshals – either on bike or cart to advance the pack and create the first layer of clearing the course
- Follow Marshals – primarily bicycle, may also add cart for SAG function and course clean up if needed

Notification Requirements:

We will post signs along the bike path two weeks in advance and contact the alders in the area to make them aware that the event is once again occurring.

Certificate of Insurance:

A certificate of insurance naming the City of Madison and its Parks Division as an additional insured will be submitted a minimum of 45 days prior to the event.

Accessibility:

The Superhero 5k is open to all ages, ability levels and accessible to person who are disabled.

## 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
09/16/2017	7:30 AM	09/16/2017	10:30 AM	

### 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?:

## 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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Signature: Tim Hyland

Date: 09/16/2017

