



Madison Parks Division

210 Martin Luther King, Jr. Blvd., Room 104
Madison, WI 53703
608-266-4711
www.cityofmadison.com/parks



DATE: March 7, 2018

TO: Board of Park Commissioners

FROM: Eric Knepp, Parks Superintendent

RE: Request from Race Day Events for the use of Central Park and Yahara River Pier as stations on the Humdinger 5K route on Saturday, October 13, 2018.

Race Day Events has submitted both a park event and street use application for this new event. Parks staff have heard a number of concerns and this document highlights these for the Board of Park Commissioners. Parks works diligently with organizers and neighbors in an attempt to balance numerous interests and perspectives that are relevant to successfully managing events in Madison. Parks recognizes the value that creative and innovative events bring to the community, but we also recognize that these need to be done in a manner that is sensitive to negative externalities of events.

First, it is important to note that the City is evaluating street events using the Racial Equity Social Justice Initiative analysis tool. Analysis to date indicates that we are at capacity for events on the isthmus. The concerns related to the capacity of events on and around the isthmus stem from Madison Police Department staffing concerns; safety and security concerns for isthmus residents, event participants and attendees; Metro routes being disrupted to an unacceptable degree; and streets being closed and/or parking removed to an extent that is problematic for business' and residents living on the isthmus. In addition, there are general concerns about wayfinding for residents and visitors navigating the isthmus due to significant differences each event brings to impacting traffic patterns and access. This work is continuing and there will be additional review and community input on the work to try and strike an improved balance by mitigating negative impacts. City staff presented this information to event organizers, including Race Day Events (RDE), at a meeting in February.

Another concern with this new event application is that the Marquette Neighborhood Association ("MNA") where the Humdinger is proposed to take place is less than enthusiastic about any new events in the area. The neighborhood also made this clear to street use staff commissioners. Madison Police and I relayed this concern to RDE in regard to the Humdinger 5K before applications for the event were submitted. Alder notification is always required for Park Event permits and it will be required for street use events in this area. Notification doesn't include veto authority, but serious consideration is given to neighborhood input as a part of the process.

Another concern regarding this event is construction that is scheduled for E. Main St this summer extending into the fall. The schedule is not set, but the construction may interfere with the start/event area and/or the run route. Metro has indicated it will not sign off on a Street Use Permit that has a race route that uses S. Ingersoll between Main St and Wilson. The main driveway into the Metro garage, that all buses use to enter/leave the garage, is directly across from Main St. on Ingersoll.

Finally, there is a balance owed the City for Ironman events in 2017, which are also managed by Race Day Events. It is City policy to not issue new permits (for both Parks and Street Use) to organizers who have outstanding balances with the City.