

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: Purple Stride - Madison  
Event Organizer/Sponsor: Pancreatic Cancer Action Network  
Is Organizer/Sponsor a 501(c)3 non-profit agency?  Yes  No  
MANDATORY: State Sales Tax Exemption Number: \_\_\_\_\_ ES#: \_\_\_\_\_  
OPTIONAL: Federal Tax Exempt Number: \_\_\_\_\_  
Address: 1500 Rosecrans Ave  
City/State/Zip: Manhattan Beach, CA 90266  
Primary Contact: Jennifer Rebollo Work Phone: 310-706-3563  
Email: jrebollo@pancan.org Phone During Event: 310-920-0354  
Website: \_\_\_\_\_ FAX: \_\_\_\_\_  
Secondary Contact: \_\_\_\_\_ Work Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone During Event: \_\_\_\_\_  
Annual Event?  Yes  No  
Charitable Event?  Yes  No  
If Yes, Name of charity to receive donations: Pancreatic Cancer Action Network  
Estimated Attendance: 1000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)  
Public Amplification? (not allowed after 11 p.m.):  Yes  No  
Hours: 8am to 12pm

## EVENT CATEGORY

Run/Walk  Music/Concert  Festival  Rally  Parking (i.e., bagging meters)  
 Other: \_\_\_\_\_

## LOCATION REQUESTED

Capitol Square (note specific blocks below)  State St. Mall/800 State Street  
 30 on the Square (aka top of 100 block of State Street)  Other (specific blocks/streets requested below)  
Street Names and Block Numbers: Warner Park

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: May 4, 2018 (setup) May 5th (Event) Event Start and End Times: 8am - 12pm  
Rain Date (if any): \_\_\_\_\_ Set-Up Start Time: May 4, 2018 8am  
Take-Down Start Time and End Times: 12pm - 2pm  
TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?  Yes  No  
If class B license is denied, will the event(s) occur?  Yes  No

\_\_\_\_\_ By initialing, I/we waive the 21-day decision requirement.

## APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, 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.

Applicant Signature \_\_\_\_\_

Date 1/17/18

## STREET EVENT SCHEDULE

- The schedule begins when event setup starts, including setup on sidewalks, terraces or parking, and ends when the street is re-opened for normal use.
- The schedule should encompass all activities planned for the event, such as:
  - » Vending: food, beverages and/or merchandise
  - » Music/Performances
  - » Displays, Exhibits, Demonstrations
  - » A moving event such as a rally, parade, etc.

### Provide Detailed Event Schedule:

May 4th

8am - Set up begins

Rentals Arrive

10am Portable Toilets Arrive

12:30 Volunteers Arrive packet pickup

3pm Set up volunteers arrive

6pm Site set up Ends

Securitas Guards arrive

May 5th

5:30am - Event manager arrives

6:30am General Volunteers Arrive

7am Securitas Guard Arrives - for accounting

7:45 Sound Check

8am - registration opens

8:55am Course marshals in place

9am Opening Ceremony

9:30am Race Begins, Band Sets up

10:50am Closing Remarks

11:30am Securitas Guards depart

12pm - Rentals Picked up.

## STREET EVENT SITE MAP

To ensure proper review of the event, please attach a Street Event Site Map and a detailed route map (if applicable). Include the following location information if applicable to your event:

- Tents
- Stages
- Fencing
- Vendors
- Portable Toilets
- Dumpsters
- Staging Areas

Remember to include:

- Emergency vehicle access lanes (minimum of 20').
- Accessible paths for wheelchairs as well as disabled parking spaces.

### EVENTS INCLUDING A RUN, WALK OR PARADE

If an event has a run/walk/parade component and/or alcohol will be served or sold, the Street Use Permit Applicant must contact the Madison Police Department to discuss possible Police requirements for the event. Contact Lt. Trevor Knight, [tknight@cityofmadison.com](mailto:tknight@cityofmadison.com).

A detailed route map is required if the street closure is for a run, walk, parade or other moving activity.

- A helpful online resource for route mapping is [Map My Run](#).

**Provide Detailed Event Site Map:**

Attached

# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "EVENT NAME" will be held MONTH DAY, YEAR at GENERAL LOCATION/ADDRESS/FACILITY TITLE.

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "EVENT NAME" (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 PRIMARY CONTACT: FIRST/LAST NAME.

### 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 (*Ryan Bros, Ambulance (608) 257-9571*)
- 3. We  will /  will not have on-site Police or Security (*Securitas, Guard TBD*)  
PHONE NUMBER)

### 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 FIRST/LAST NAME 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 FIRST/LAST NAME 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: NAME.
- 6. Parking for vendor and staff vehicles will be: LOCATION(S).
- 7. Parking for attendee vehicles will be: LOCATION(S).

**V. CONTACT INFORMATION**

Primary Contact	Jennifer Rebollo	310 920-0354
Secondary Contact	Jerry Kempfer	608 - 241-7093
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

## STREET EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you have marketing information?

If Yes, please continue. If No, skip this form.

Yes  No

How will this event be marketed, promoted, or advertised?

Social media, website, posters, fliers

Will there be live media coverage during the event and where will the media vehicles be parked?

Yes, they will be parking in the parking lot

### PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: Purple Stride - Madison

Location: Warner Park

Public Contact Phone: \_\_\_\_\_

Website: www.purplestride.org/madison

Admission Cost: \_\_\_\_\_

Date of Event: May 5, 2018

Beginning/End Time of Event: 9:AM - 11:30AM

Two sentence description of event (for internet calendar):

5K benefitting the Pancreatic Cancer Action Network

PANCREATIC  
CANCER  
ACTION  
NETWORK

# PURPLESTRIDE<sup>®</sup>

## MADISON 2018

### ROUTE MAP

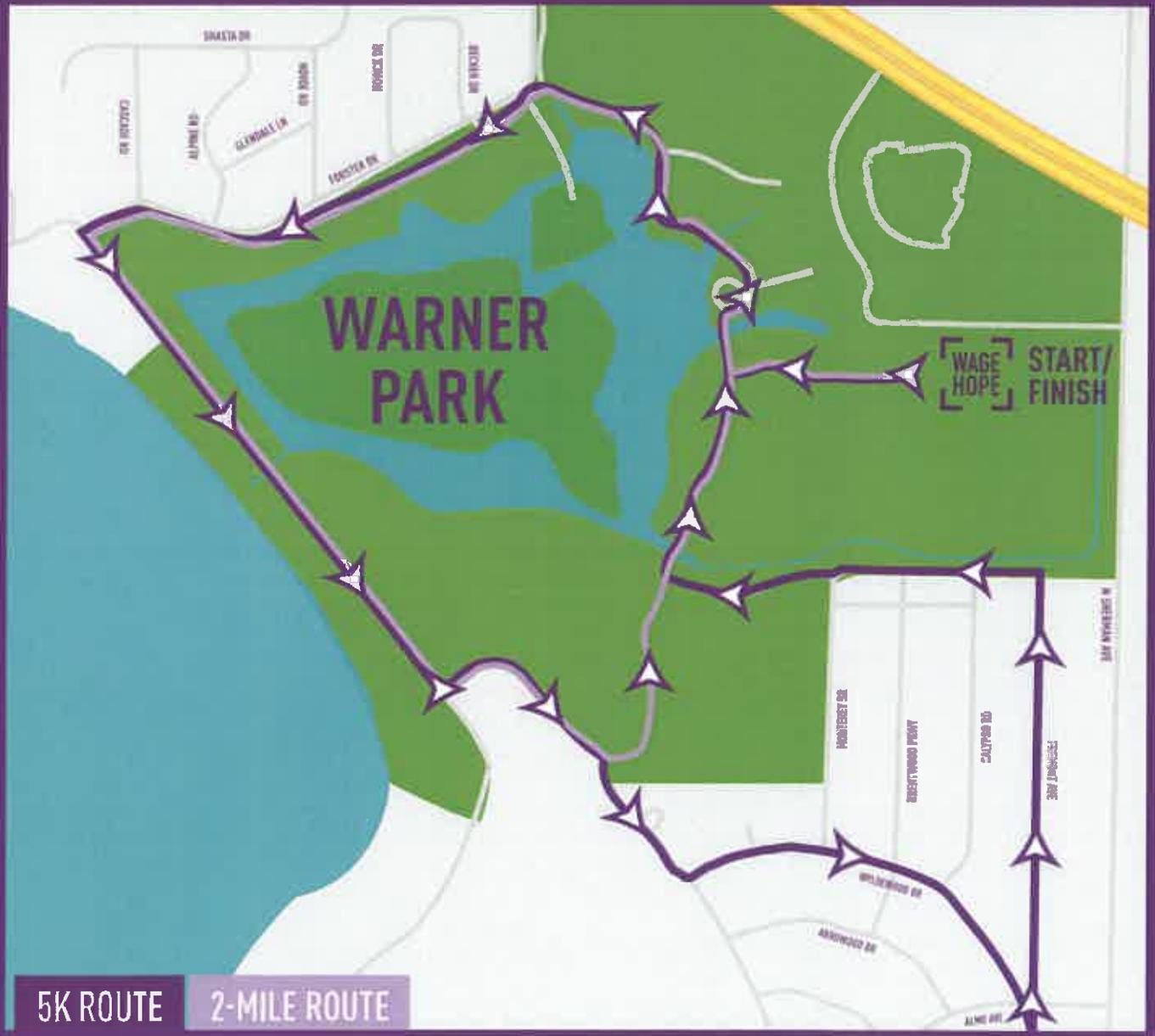
Warner Park

Date: May 5, 2018

Registration Opens: 8:00 AM

Opening Ceremonies: 9:00 AM

Run/Walk Begins: 9:30 AM



Thank you for participating and creating hope for the pancreatic cancer community!



**EVENT  
AREA**