

# STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event MADISON SANTA SWIMSUIT RUN

Event Organizer/Sponsor STARTING LINE EVENTS, LLC

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

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address 5118 WINTERGREEN DR

City/State/Zip MADISON, WI 53704

Primary Contact JERRY KEMPFER

FAX N/A

Work Phone 608-243-9593

Phone During Event 608-241-7093

E-mail JERRY@STARTINGLINEEVENTS.COM

Website WWW.MADISONSANTARUN.COM

Secondary Contact ROBIN KEMPFER

Work Phone 608-243-9593

Phone During Event 608-217-5941

E-mail ROBIN@STARTINGLINEEVENTS.COM

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: SECOND HARVEST FOOD BANK

Estimated Attendance 500 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours \_\_\_\_\_ to \_\_\_\_\_  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: ALL 4 BLOCKS ON THE INSIDE OR PARKING LANE

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 12.1.12

Rain Date(s) N/A

Event Start Date(s)/Time(s) 12.1.12 1:00 PM

Set-Up Date(s)/Time for Event 12.1.12 12:30 PM

Event End Date(s)/Time(s) 12.1.12 1:20 PM

Take-Down Time 12.1.12 1:30 PM

Take-Down Time: start to streets reopened

## APPLICATION SIGNATURE

\_\_\_\_\_/I/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, statues and laws.

Signature [Signature]

Date 12.15.11



The  
MADISON  
**SANTA SWIMSUIT RUN**  
1 MILE RUN

12.1.12

100% OF THE PROCEEDS BENEFIT THE



Starting Line Events, LLC

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

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

608-241-7093



The 2012

## MADISON SANTA



## SWIMSUIT RUN

### FAQ's

#### WHY SHOULD I DO THIS RUN?

This event is a charity event. 100% of the proceeds from this event are donated to the Second Harvest Food Bank Of Southern Wisconsin. All participants will be required to raise a minimum of \$150 in pledges in an effort to supply nearly 150,000 meals for those less fortunate.

#### WHY DO I HAVE TO WEAR A SWIMSUIT?

The swimsuit requirement is what makes this event unique (and fun). Participants will be running in frigid, winter weather in what most would consider "an embarrassing outfit". It is much easier to get pledges from family, friends and coworkers when they know what you have to wear to do this 1 mile run.

#### WHAT KIND OF PERSON PARTICIPATES IN THIS RUN?

This event is similar to the Polar Plunge, the participants are unique individuals that will go to any extreme to help a good cause. All registrants must be at least 21 years of age. This event is open to men and women but a swimsuit is required for everybody.

#### IS THERE A LIMIT ON HOW MANY PEOPLE CAN REGISTER?

Madison is a very giving, fun and runner-friendly city so we anticipate a good turnout. We can only allow 500 participants to register but we will start a waitlist once we reach 500.

#### I DO NOT CELEBRATE CHRISTMAS, CAN I STILL PARTICIPATE?

This event is non-denominational and open to everybody (Age 21+). The goal is to raise money for charity and have fun.

#### WHAT IS CONSIDERED ACCEPTABLE AS A SWIMSUIT?

Anything that would pass as a swimsuit, is not see-through, covers your unmentionables and can be worn around children is acceptable. We are raising money for charity and would like to maintain a good relationship with the community, so keep it PG. NO THONGS ALLOWED.

#### WILL THE EVENT BE CANCELLED IF IT'S TOO COLD OR SNOWING?

This event is intended to be held in inclement weather which only adds to the "craziness" of doing the run. You are only running 1 mile so most weather will not be a hazard. The average daytime temperature on race day is 36 degrees. If dangerous weather becomes an issue, the Race Director will decide by 12:45pm if the run will go on. Either way, the indoor party will go on.



The 2012

## MADISON SANTA



## SWIMSUIT RUN

# REASON FOR THIS EVENT

### FEEDS THE HUNGRY

This event is a charity event . 100% of the proceeds from this event are donated to the Second Harvest Food Bank Of Southern Wisconsin. All participants will be required to raise a minimum of \$150 in pledges in an effort to supply nearly 150,000 meals for those less fortunate in our community.



The 2012

## MADISON SANTA



## SWIMSUIT RUN

# Possible Concerns To Address

### ARE THERE ANY BADGER GAMES OR OTHER EVENTS ON RACE DAY?

The Big Ten Football Championship game is on this day in Indiana. If there is a home Hockey or Basketball game, we will adjust our times up or down to work around the event traffic if it is an issue. The 2012 Jingle Bell Run will be held on December 8.

### IS THERE AN ALTERNATE DATE IF DECEMBER 1st DOES NOT WORK?

We can organize this event for either December 1 or December 15. The ideal date is December 1.

### HOW LONG WILL TRAFFIC CONTROL BE NEEDED?

The event is only 1 mile long. We will need Traffic Control for 1/2 hour only.



The 2012  
**MADISON SANTA**



**SWIMSUIT RUN**

## Event Schedule

### Saturday, December 1, 2012

- 11:00 am - Begin walk-up registration (indoor location)
- 12:30 pm - Set up Start and Finish Line area (chalk line on pavement)
- 12:30 pm - Set up cones along the course
- 12:50 pm - Traffic Control Officers arrive at their posts
- 12:55 pm - Line up Participants at the Start Line
- 1:00 pm - Traffic Control Officers begin monitoring intersections
- 1:00 pm - Run Begins
- 1:20 pm - Run Ends
- 1:30 pm - Cones are removed from course
- 1:30 pm - Post-Race Party Begins (indoor location)
- 1:45 pm - Awards Ceremony
- 4:00 pm - Post-Race Party Ends

Start & Finish Line	Corner of S. Pinckney St. and E. Main St.
Race Begins	1:00 pm
Race Ends	1:20 pm
Course Set-Up	12:30 pm
Course Tear-Down	1:20 pm
Course	1 Mile Run
Produced By	Starting Line Events, LLC
Permits & Insurance	Starting Line Events, LLC
Race Director	Jerry Kempfer 608-241-7093
Event Director	Robin Kempfer 608-243-9593
Course Management	Starting Line Events, LLC
Timing	N/A - Non-Timed Event

## **Timeline for the Santa Swimsuit Run Course openings, closings and Traffic Control**

11:00am - Participants gather indoors for pre-race packet pick-up at the Great Dane

12:40pm - Participants will be asked to head to Start Line in 10 minutes

12:50pm - Race Course Sentries (Course Marshals) arrive at assigned posts along the race course

12:50pm - Traffic Control arrives at the following Locations

Officer 1 - Capitol Entrance at E. Washington Ave and Pinckney St

Officer 2 - Capitol Entrance at Wisconsin Ave and E. Mifflin St

Officer 3 - Capitol Entrance at W. Washington Ave and Carroll St

Officer 4 - Intersection of King St. and E. Doty St.

12:50pm - All participants exit the Great Dane, cross E. Doty St. and head to Start Line

12:55pm - Officer 4 Moves to the Capitol Entrance at MLKJ Blvd and E. Main St

12:55pm - All participants will be at the Start Line

1:00pm - The Air Horn is blown and the Run Begins

1:10pm - Officer 1 is finished

1:13pm - Officer 2 is finished

1:16pm - Officer 3 is finished

1:19pm - Officer 4 is finished

1:20pm - Run Is Finished

1:20pm - All safety cones are removed from the course and parking lane is open.

1:30pm - Post-Race party begins indoors at the Great Dane

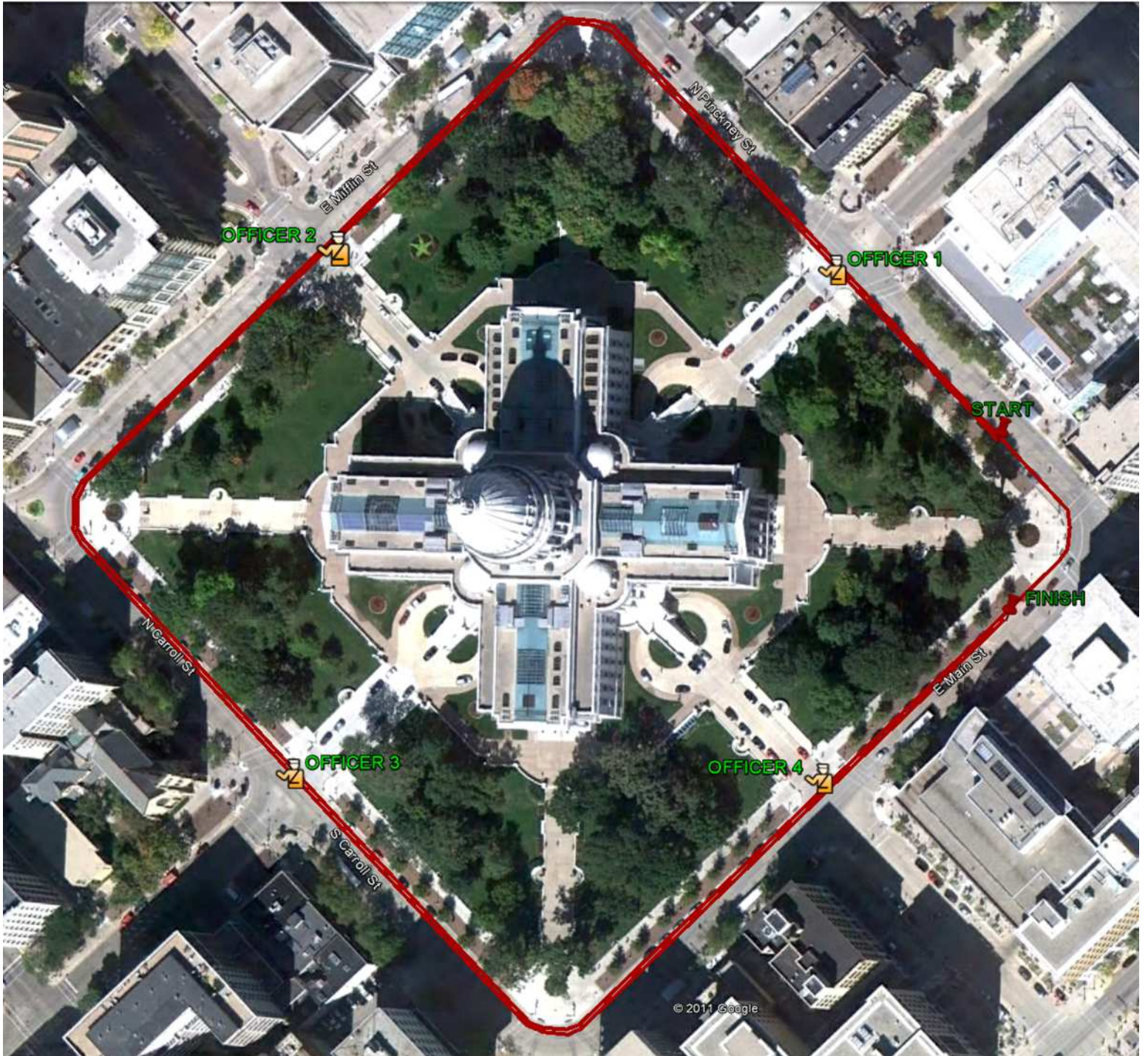
## **Summary of Emergency Coverage**

### **Emergency Personnel**

We will have 2 volunteer Nurses equipped with 2-way radios, along the course, to monitor the participants. 911 will be used for any life-threatening emergencies. This is only a 1 mile run which should eliminate any emergency situation.



# 2012 MADISON SANTA 1 MILE RUN COURSE MAPS



## MADISON SANTA 1 MILE RUN TURN-BY-TURN DIRECTIONS

Start at the intersection of S. Pinckney St and E. Main St

Turn Left on E. Mifflin St

Turn Left on N. Carroll St

Turn Left on E. Main St

Turn Left on E. Mifflin St

Turn Left on N. Carroll St

Turn Left on E. Main St

Finish on E. Main St and S. Pinckney St

Runners return indoors as they finish

## WHEN RUNNERS SHOULD PASS (this is not a race, it's a group jog)

1:00pm - Start at the intersection of S. Pinckney St and E. Main St

1:03pm - Turn Left on E. Mifflin St

1:06pm - Turn Left on N. Carroll St

1:09pm - Turn Left on E. Main St

1:12pm - Turn Left on N. Pinckney St

1:15pm - Turn Left on E. Mifflin St

1:18pm - Turn Left on N. Carroll St

1:21pm - Turn Left on E. Main St

1:24pm - Finish on E. Main St and S. Pinckney St

Runners return indoors as they finish