

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Abbey Vanvalkenburg

8318 Red Granite Rd  
Madison, WI 53719

Email:  
Abbey.Vanvalkenburg@racedayevents.C  
om

Phone: (616) 460-8172

### Contact During Event

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Madison, WI 53719

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Phone: (616) 460-8172

### Event Information

Name of Event: Wisconsin Milkman Triathlon

Event Type: One Day

Estimated Attendance: 4000

Is this a new event:

### Event Additional Information

Run/Walk:

☒

Music/Concert:

☐

Festival:

☐

Rally:

☒

Parade:

☐

Posting no parking signs or bagging meters? ☐

Other:

☐

If other, please describe:

### Site Map

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

Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

Start: Transition at Olin Park  
Left onto Olin Turville Ct  
Continue on Capital City Bike Trail  
Right on Capital City Bike Trail  
Right on South Towne Dr.  
Left on Mooreland Rd  
Right on Lake Farm Rd

To Finish:  
Left on Mooreland Rd  
Right on South Towne Dr  
Left on Capital City Trail  
Left on Nob Hill Rd  
Right on E. Badger Rd  
Right on Rimrock Rd  
Left on Rusk Ave.  
Right Into Alliant Energy Center Parking Lot  
Continue on Expo Way  
Left on E. Olin Ave  
Left on Wingra Creek Bike Path  
Right on Olin Turville Ct.  
Finish: Olin Park

## 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
06/16/2023	8:00 AM	06/18/2023	7:00AM	06/18/2023	4:30PM	06/18/2023	10:00PM	

## Temporary (Picnic/Beer) Licenses

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?: Yes

## 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?(\$):

Yes

Estimate number of vendors:

5

## 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
06/18/2023	5:30 AM	06/18/2023	5:00PM	

## 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?(\$):

No

Trash Barrels:

0

Recycling Barrels:

0

Dumpsters:

0

Electrical Adaptors:

0

## 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?:

Yes

**Event Website:** <https://wisconsinmilkman.com/>

**Notes:** WE'RE BACK! The Wisconsin Milkman Triathlon will be back in 2023, on June 18, 2023. Come join us for our 70.3 mile triathlon either as an individual or a relay team!

## 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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By initialing, I/we  
waive the 21-day  
decision  
requirement :

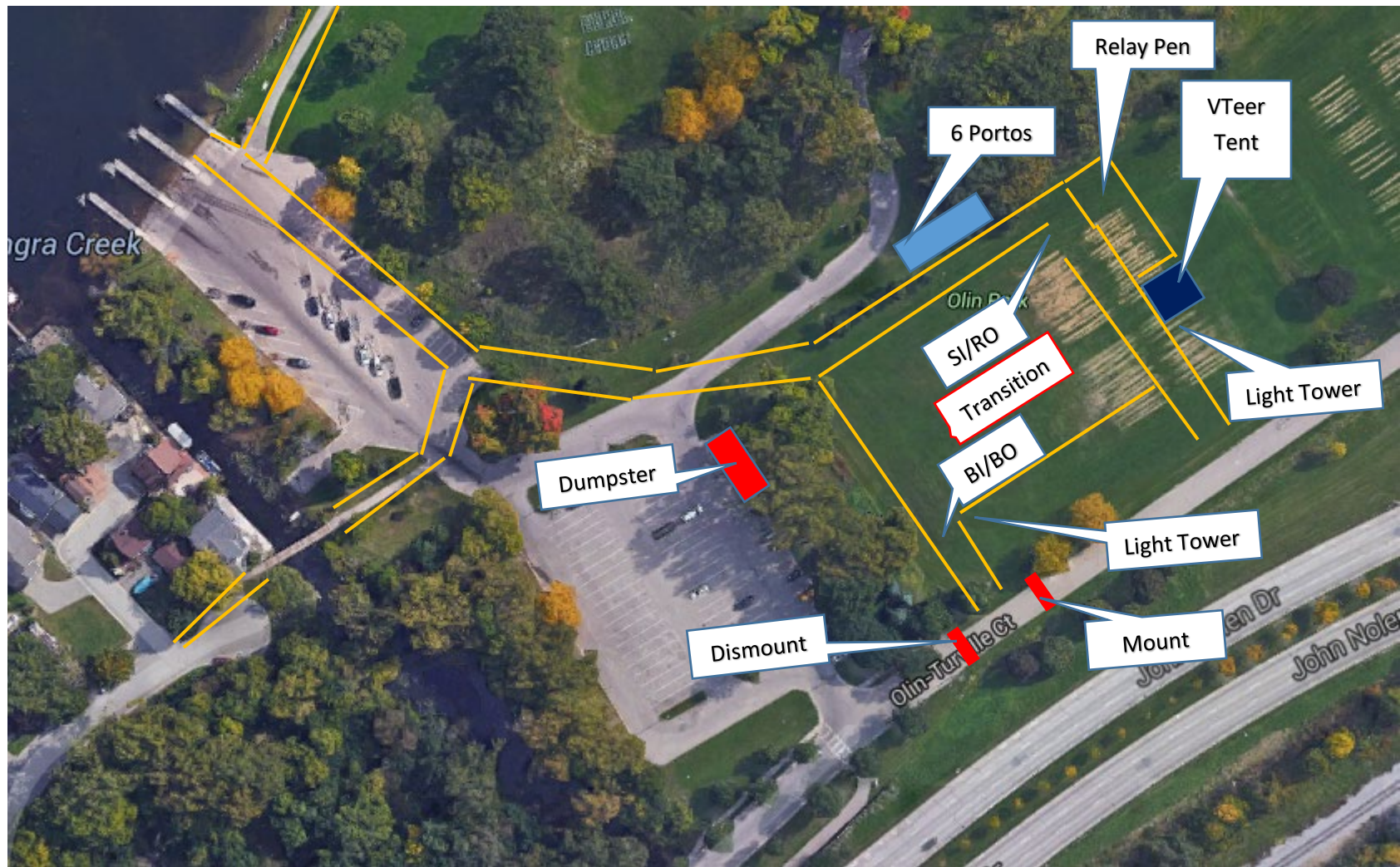
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Signature:

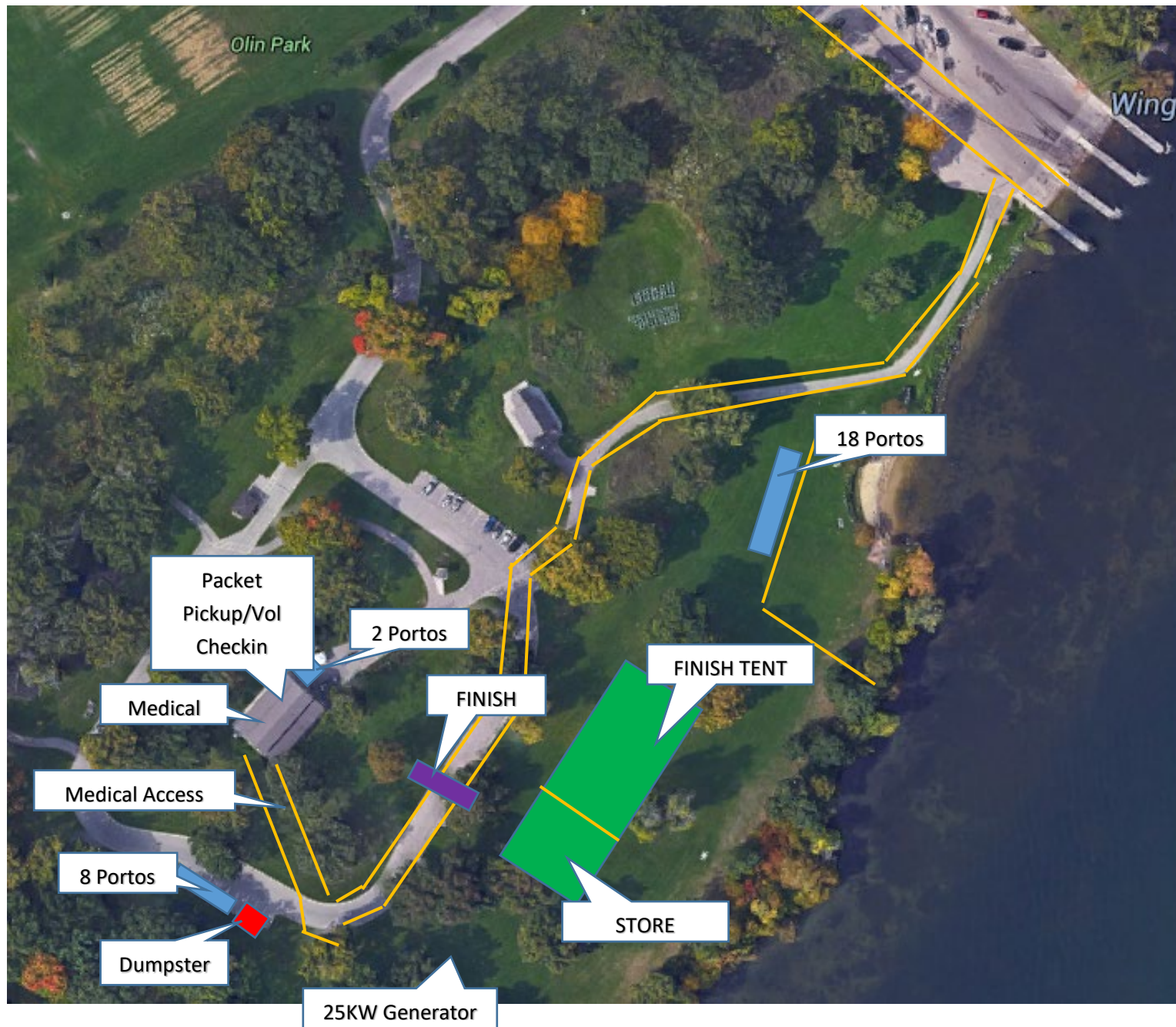
Abbey VanValkenburg

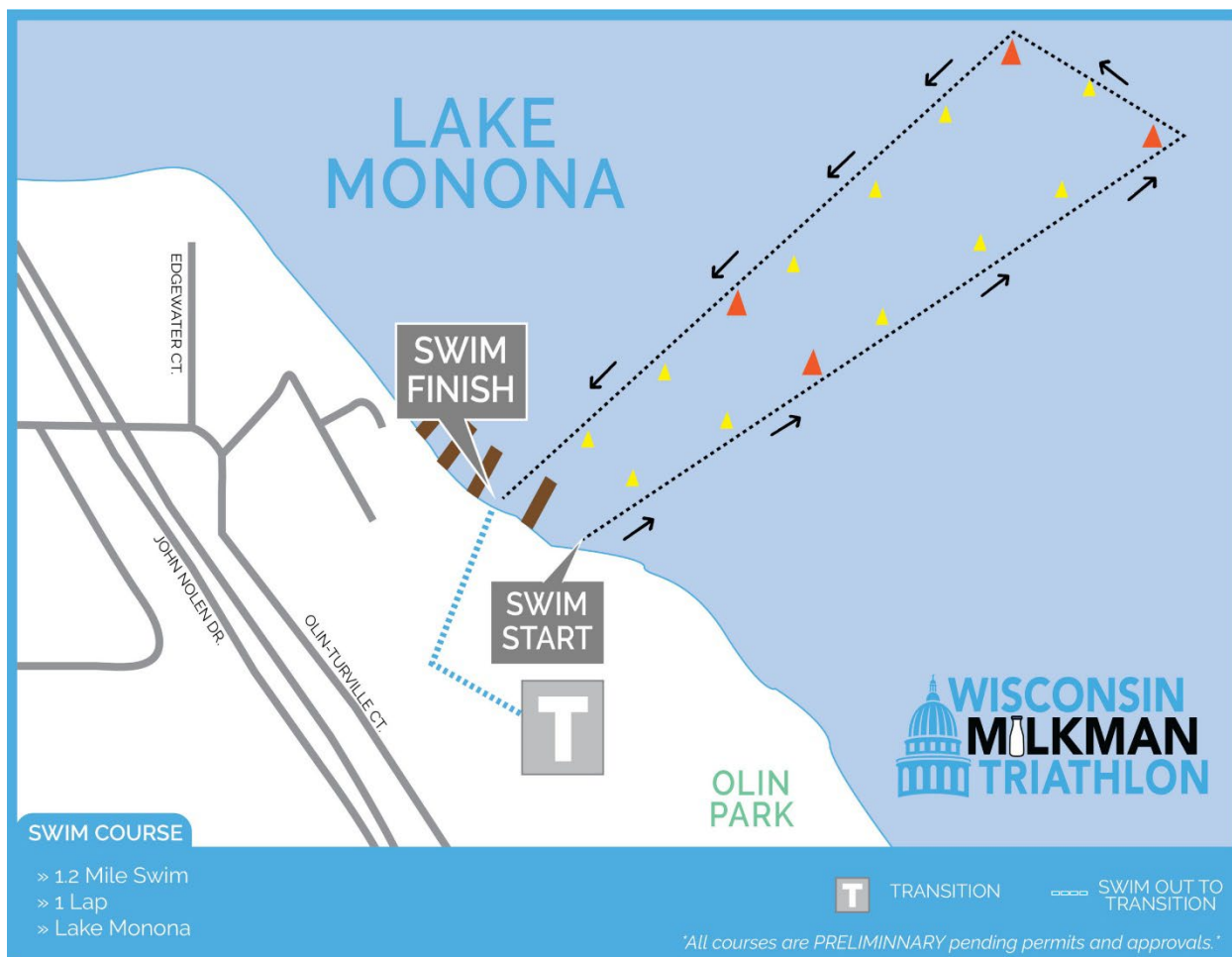
Date:

01/25/2023









## RUN COURSE

» 13.1 Miles  
» Madison, Wisconsin

- Leave transition and follow Capital City Bike Trail to the South
- Continue on Waunona Way.
- Right on Bike Trail at end of Waunona Way.
- Left on Bridge Rd.
- Left on Winnequah Rd.
- Right on Healy Ln.
- Left on Nichols Rd. (Cheer Zone)
- Left on Winnequah Rd.
- Continue on Winnequah Trl.
- Right on Tonyawatha Trl.
- Left on Winnequah Rd.
- Left on Monona Dr.
- Continue on Atwood Ave.
- Left on Lakeland Ave.
- Left on Dunning St.
- Right on Yahara Pl.
- Right on Walton Pl.
- Left on Rutledge St.
- Left on Thornton Ave.
- Right on Morrison St.
- Right on Baldwin St.
- Left on Rutledge St.
- Continue through Orton Park on the sidewalk
- Left on Spaight Street.
- Left on Jennifer St.
- Left on Williamson St. (Use Sidewalk)
- Continue on Capital City Bike Trail until Finish Line

- T** TRANSITION
- #** MILE MARKER
-  AID STATION

*'All courses are PRELIMINARY pending permits and approvals.'*



**WISCONSIN**  
**MILKMAN**  
**TRIATHLON**



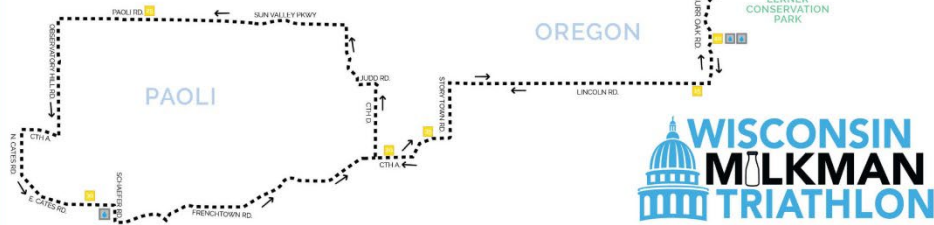
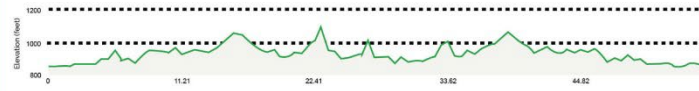
## BIKE COURSE

» 56 Miles

- Left on Olin Turville Ct
- Continue on Capital City Bike Trail
- Right on Capital City Bike Trail
- Right on South Towne Dr.
- Left on Mooreland Rd
- Right on Lake Farm Rd
- Right on Meadowview Rd
- Left on Larson Rd
- Left on Goodland Park Rd
- Right on Lalor Rd
- Left on Hwy B
- Right on Sand Hill Rd
- Right on Rutland Dunn Town Line Rd
- Continue on E. Netherwood St
- Left on N. Burr Oak Ave
- Right on Lincoln Rd
- Left on Storytown Rd
- Right on Hwy A
- Continue Right on Hwy A
- Left on Judd Rd
- Left on Sun Valley Parkway
- Continue on Paoli Rd
- Left on Observatory Rd
- Right on Hwy A
- Left on Cates Rd
- Right on Schaeffer Rd
- Left on Frenchtown Rd
- Continue on Hwy A
- Left on Storytown Rd
- Right on Lincoln Rd
- Left on S. Burr Oak Ave
- Right on W. Netherwood St
- Continue on Rutland Dunn Town Line Rd
- Left on Sand Hill Rd
- Left on Hwy B
- Right on Lalor Rd
- Left on Goodland Park Rd
- Right on Larson Rd
- Right on Meadowview Rd
- Left on Lake Farm Rd
- Left on Mooreland Rd
- Right on South Towne Dr
- Left on Capital City Trail
- Left on Nob Hill Rd
- Right on E. Badger Rd
- Right on Rimrock Rd
- Left on Rusk Ave
- Right into Alliant Energy Lot
- Continue on Expo Way
- Left on E. Olin Ave
- Left on Wingra Creek Bike Path
- Right on Olin Turville Ct
- Continue on Capital City Bike Trail

### Aid Stations:

**Mile 14.5:** Rome Corners School  
**Mile 29.5:** Paoli Park  
**Mile 40.0:** Rome Corners School



AID STATION MILE MARKER TRANSITION

*"All courses are PRELIMINARY  
 pending permits and approvals."*

**WISCONSIN  
 MILKMAN  
 TRIATHLON**

**Garbage / Dumpster Plan:**

There will be 1-2 dumpsters staged at Olin Park and at the Race Day Events office where all trash will be disposed of. RDE staff will be responsible for changing the trash bins and delivering them to the dumpsters. All aid station trash will be brought back to the dumpsters. Staff and volunteers are responsible for cleanup of all courses throughout race day.



# Emergency Action Plan And Protocol

Wisconsin Milkman Triathlon  
Olin Park

Updated for the 2023 Event

**This outline will serve as a guideline for Race Day Events to handle emergency situations on race day.**

### **EMS Command Post**

The EMS **Command Post** will be located at Olin Park, Madison, WI. (1156 Olin-Turville Ct, Madison, WI 53715). The post will contain representatives of the event, security personnel, and EMS Staff. The event will communicate via cell based radio and will use cell phones as back up.

### **Event Command - all people in direct radio communications**

<b>Abbey VanValkenburg</b> – Race Director	616.460.8172
<b>Ryan Griessmeyer</b> – Event Operations:	608.444.2261
<b>TBD</b> – Media Liaison:	CELL PHONE NUMBER
<b>BBC</b> – Announcer:	CELL PHONE NUMBER
<b>Aid Station Captains:</b>	CELL PHONE NUMBER
<b>Event Sag Bikes/Vehicles:</b>	CELL PHONE NUMBER

There will be Dane County Sheriff vehicles assigned to lead the bikers as well as follow the last biker on the bike course. Bicycles will be assigned to lead and follow the final participants on the run course. There will be additional vehicles on both the bike course and run course for set-up and clean-up of the respective courses.

Communication to spectators will be made via loudspeaker announcements located at the Start/ Finish Lines and Transition at Olin Park. Volume will be kept to a minimum prior to 8:00am.

***Hospital Transports:*** The primary hospitals for transports

-UW Hospital (600 Highland Ave, Madison, WI 53792)

-St Mary's Hospital (700 South Park Street Madison, WI 53715)

-Meriter Hospital (202 S. Park Street, Madison, WI 53715)

These hospitals will be used by choice of patient/guardian in the case of less severe injuries. City of Madison Fire/EMS is primary 'on site' transport for the event; however, all on course transports will be dispatched through the 911 system and dedicated to the local service provider for all respective territories of the course area.

***Medical Tent:*** The race medical tent will be located in Olin Park. The medical tent is designed to triage and to treat minor injuries.



## What Event Day Emergencies Can Occur?

Issues that may occur on the day of an event include:

- **Severe or Extreme Weather Conditions – Weather related emergencies,**
- **Emergency course changes (in case of on-course fires, vehicular accidents, overnight storms or flooding)**
- **Swim related injuries or drowning.**
- **Accident along the course involving bikers and/or runners**
- **Participant death**
- **Major medical emergencies**
- **Lost Child(ren)**

Due to any other unforeseen emergencies that could occur on race day, we will communicate directly with emergency personnel and their respective agencies to develop the appropriate response or rely on them to enact their own public safety response plan.

### Starting Line Announcements:

***For weather:*** “Attention participants, our weather forecasters have informed us that (**weather condition**) is in our area. In the best interest for and paying attention to the safety and wellbeing of our runners, spectators, volunteers and safety workers along the route, we are delaying the start of the race for **X** minutes. Please seek shelter immediately.”

***For emergency course changes:*** “Attention athletes. The Madison Police Department and/or Dane County Sheriff’s Office has informed us that because of unforeseen circumstances. there will be a slight course change at mile \_\_\_\_ of the \_\_\_\_ course. Please be aware that extra safety personnel and markers will be on hand to direct you along the detour. Your safety and wellbeing are our main concern, so please be aware of the changes.”

***For any other delay:*** “Attention athletes. Because of \_\_\_\_\_, the start of event will be delayed \_\_\_\_\_ minutes. We plan to start the race at XX: XX P.M.. We will keep you updated of the start time, but please, stay near the starting line.”

### Emergency During Event:

#### Weather Related:

Race Officials will continuously monitor weather reports including active radar starting 2 hours prior to the race start and continuously throughout the day. Weather updates will be broadcast on the primary race operations radio channel at a minimum of every 30 minutes prior to the race start. After race start, weather updates will be broadcast whenever any weather condition of concern is detected. **The proximity threshold for lightening is 10 miles.** The Race Director will make the final decision regarding the start of the event 20 minutes prior to published start time. If conditions prohibit the start of the race on schedule, appropriate delays will occur until safe to do so. If conditions do not allow the race to start on time, the race will be modified or cancelled. If the potential exists for hazardous weather the Race Director will inform all race staff and the race announcer. Announcements will be made periodically and on a schedule to keep spectators and participants informed.

If dangerous weather conditions occur during the race or temperatures become too dangerous, the Race Director, in consultation with local authorities will make any decisions regarding the status of the event. Athletes will be notified on course by event personnel or police as deemed necessary.

If inclement weather occurs after the race has started, event personnel, athletes and volunteers are on their own to seek shelter. Weather issues will be communicated using the communication plan outlined below.

### **Communication Plan for Broadcasting Weather Issues:**

The event Race Director will monitor weather radar and reports via internet weather websites.

Should inclement weather be forecasted and/or threatening the race, Race Command will be in contact with the Race Director to inform them of the situation. Based on information received, threat of weather, location of weather, and direction of travel for weather, a decision regarding the race will be made. The Race Director will make all decisions regarding the race needing to be stopped, shortened, or changed. Communication with Madison Police and other parties will be made through the Dane County Communication Network. Decisions regarding the race will be communicated to race staff, aid stations, and volunteers on course via the race radios. All communications will use cell phones as back-up communications.

**Weather information will be relayed to the Media by the Marketing Director or the Race Director; and will be the only spokespeople for any media questions.**

### **Lost Child Plan:**

Any child that is separated from their parents, near the race site, will be brought to the finish line announcer. The announcer will request that the parent(s)/guardian (by name) will come to the Finish Line. It will also be announced over race radio. Staff member MUST stay with child until reunited with parent(s)/guardian. If parents approach regarding their child missing, an all call will go out over radio with description of child. This will also be communicated through event command so Police are aware of the situation. Announcer will also ask for people to look for the lost child and bring them to the announcer stand. Likewise, as Police are approached regarding missing child, it should be communicated to race command so it can be broadcast to Event Staff.

### **Medical Emergencies on Course or at Finish Line:**

In the event of any medical emergency throughout the course area, staff will enact the '911 system' and/or work with on-course medical staff to provide care. In an attempt to manage the progress and safety of all event participants, Race Day Events will supply all staff and each aid station on course with a two-way radio (supported by a long-range repeater). Cell phones will be used as a backup method of communication. Additionally, there will be 3 vehicles (Bike and Run Courses) as well as 4 bicycles on the run course leading and monitoring runners throughout the event. Bicycle leads will be tasked with circling back around to follow the last participants and assist in maintaining safety and as an additional awareness to motorists whom may be traveling near the course area.

**\*\*\*THE ENTIRE EVENT SITE/COURSE WILL MAINTAIN A MINIMUM OF A 20' TRAFFIC LANE FOR EMERGENCY PERSONNEL ACCESS THROUGHOUT THE EVENT\*\*\***

**If there is serious injury along the course, CALL 911 IMMEDIATELY!**

Time is of the essence and radio or phone relays back to the EMS personnel only delay treatment. Only call 911 for serious injury, not sprains or scrapes.

The event personnel and EMTs at the finish line WILL NOT treat spectators unless a life threatening injury occurs.. If there is a traumatic incident involving spectators, the Race Director will be notified and decide on the appropriate action and care to be administered.

***Injuries:*** If someone is seriously injured during the race, the Race Director or event spokesperson should contact the emergency contact person and or family as soon as possible. Staff should use an incident report form to collect information about the situation immediately.

***Medical personnel:*** If someone is injured and needs to be transported to the medical area or hospital, course volunteers should attempt to obtain the name and/or race number of the participant/patient. This is the best and most expedient way to identify the person and contact her/his family. Pass that information along to the event Race Director, who will pass it along to event staff. It is important to keep track of runners who do not finish the race, in case family members are looking for them at the finish line.

**Emergency Route Changes:** Police in that particular jurisdiction will make all final decisions regarding any route changes after consultation with Race Director. The Race Director will communicate this information to the EMC.

**Media Management:**

***First,*** identify the problem. DO NOT speculate on what the issue may be, before the facts are known.

***Second,*** DO NOT make any statements to participants, media, or others. The Emergency Management Committee (EMC) will include the Event/Race Director, Course Director, Operations Director, and Marketing Director. The EMC can be expanded to include the jurisdictional police department, jurisdictional fire department, communications personnel, medical director or emergency health personnel, and event volunteer coordinator, depending on the nature of the emergency and the specific event staffing. Any meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official event position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting.

***Third,*** be honest. The object is to relay accurate information while keeping the message simple, proactive and as positive as possible.

***Fourth,*** name ONE person who is the official spokesperson of the event (ex: Event/Race Director, Operations Director or Marketing Director). All follow-up media requests will be directed and

coordinated through the Marketing Director. This is done to maintain consistency in the message communicated from the event.

***Fifth***, any request for information, regardless of source, will be handled through the Marketing Director, whom then will schedule a response from the spokesperson. If it is a major event crisis, a news conference will then be scheduled.

***Sixth***, follow up on a regular basis with updated information as long as the situation is unresolved. For example, delays as the start should be announced every five minutes, with brief explanations on what is being done to rectify the situation.

No general announcement is needed to the public at the start-finish area, but the media may hear about an on-course problem and ask for a clarification or reaction. If you are asked for a comment BEFORE the information is in, and BEFORE you have had a staff meeting, say that “an official statement will be forthcoming”, then:

1. Assess the situation. Is it a health emergency? Is it a traffic emergency? What is the appropriate response that will cover the facts while still putting the event in the best position possible?
2. Compose and official statement. This is what will be given to the media, with NO deviation from the talking points. **DO NOT interject opinions.**
3. If there are several requests for reaction, call a news conference. Contact media on site, plus contact local news outlets on the media contact list and inform them of a news conference to release an official statement. If it is appropriate to have other officials in addition to the event spokesperson, have those persons available at the news conference (i.e. if it is a traffic issue, have a police spokesperson there). Note: If the emergency is medical in nature, there is little that can be disclosed due to HIPA laws.
4. Keep the situation information flowing! If there are updates, let the media know. Keeping information from the disseminating sources only leads to speculation and false information.

**ANY official crisis statement made by the event should be posted on the event website as quickly as possible.**