

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Bonnie Oleson
Madison Festivals Inc.
787 Lois Drive
Sun Prairie, WI 53590
Email: Ryan@goredcard.Com
Phone: (608) 209-6958

Contact During Event

Sara Klemme
Madison Festivals
Email Sara@madisonfestivals.Com
Phone: (608) 609-6958

Event Information

Name of Event: Event Type:

Estimated Attendance: 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 Mifflin St. at Wisconsin
Half-Marathon & Full Marathon (start at 7am on
11/10/2024)
10k (starts at approx. 7:15am on 11/10/24)

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
11/09/2024	8:00 am	11/10/2024	7:00 AM	11/10/2024	1:30 PM	11/10/2024	7:00 PM	

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

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:

Public Amplification Permit

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
11/10/2024	6:00 AM	11/10/2024	2:00 PM	

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.

Will you need equipment rental from the City of Madison?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

Marketing

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?:

Event Website: <https://madisonmarathon.org/>

Notes: The Madison Marathon takes runners through some of Madison's most iconic areas.

Choose from a full or half marathon or a 10K on November 10th. Sign up today and #RunMadison!

Acknowledgement

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

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

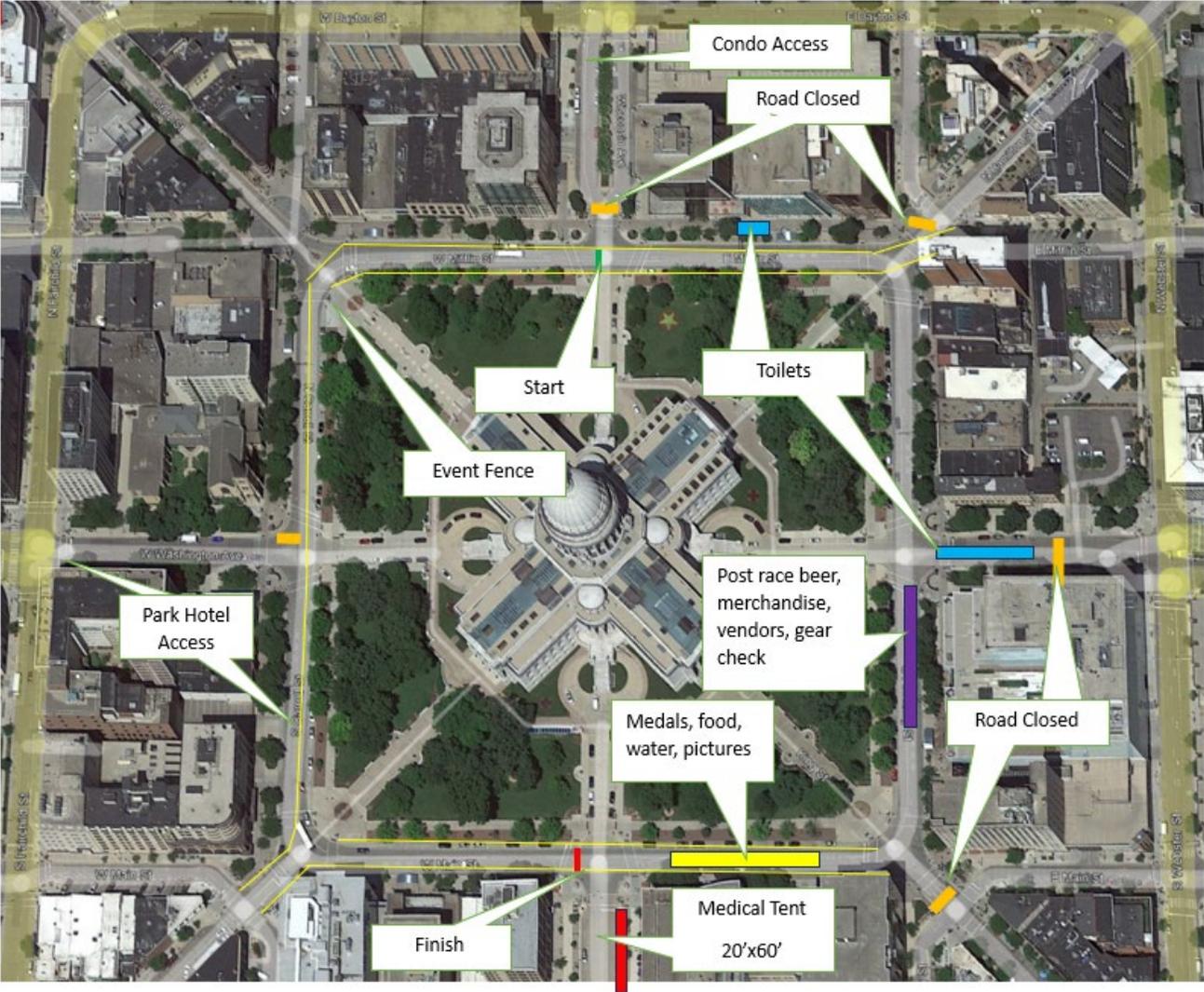
By initialing, I/we
waive the 21-day
decision
requirement :

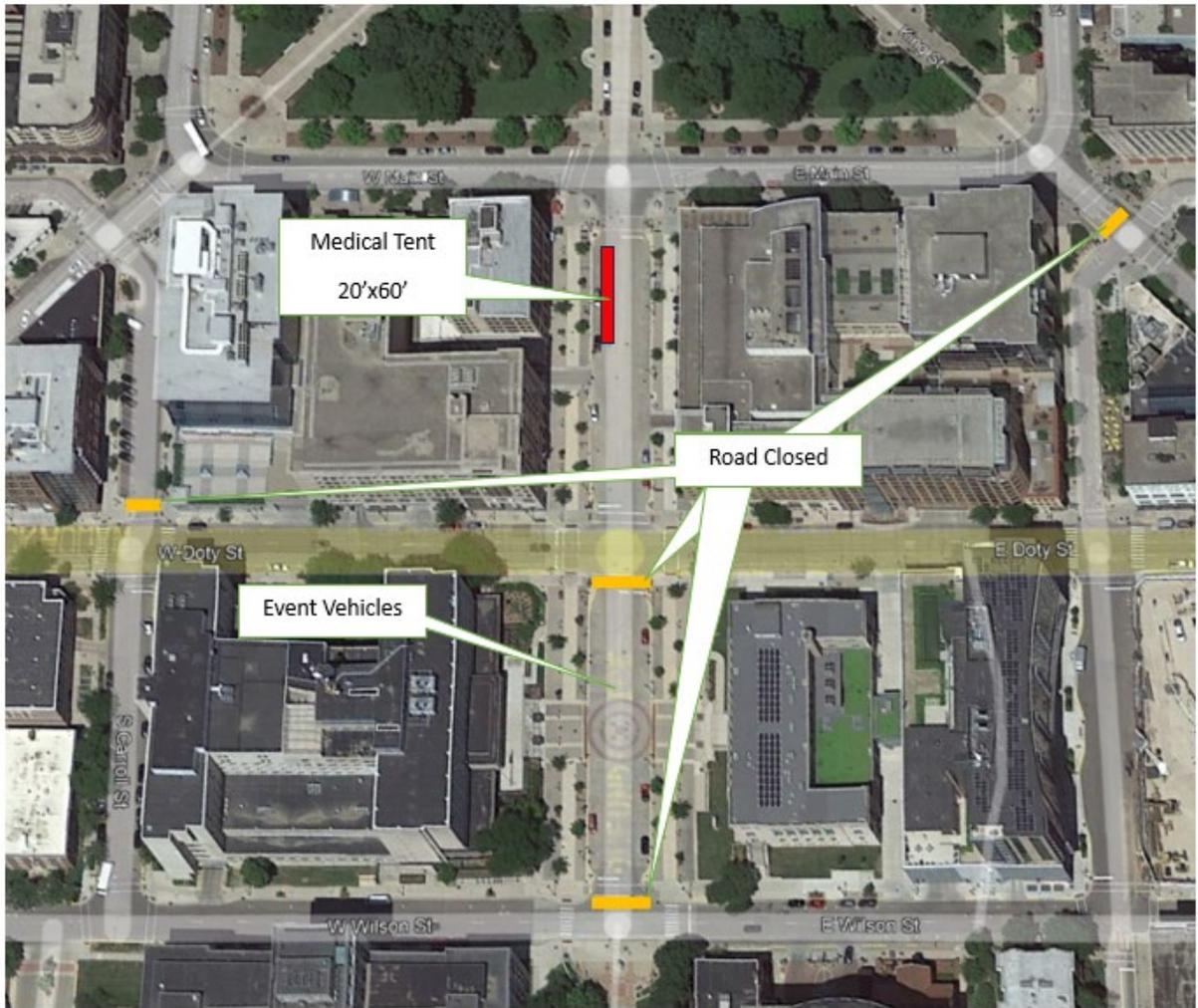
RRR

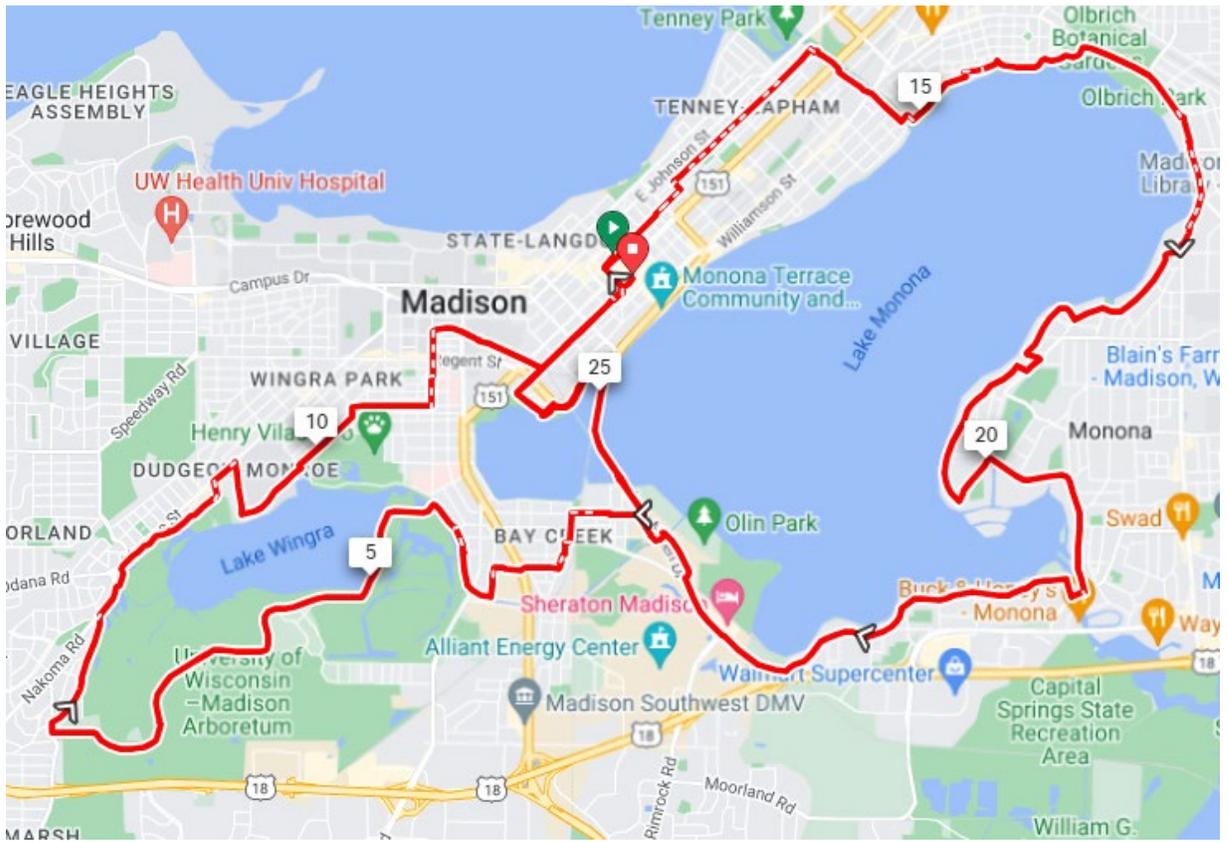
Signature: Ryan Richards

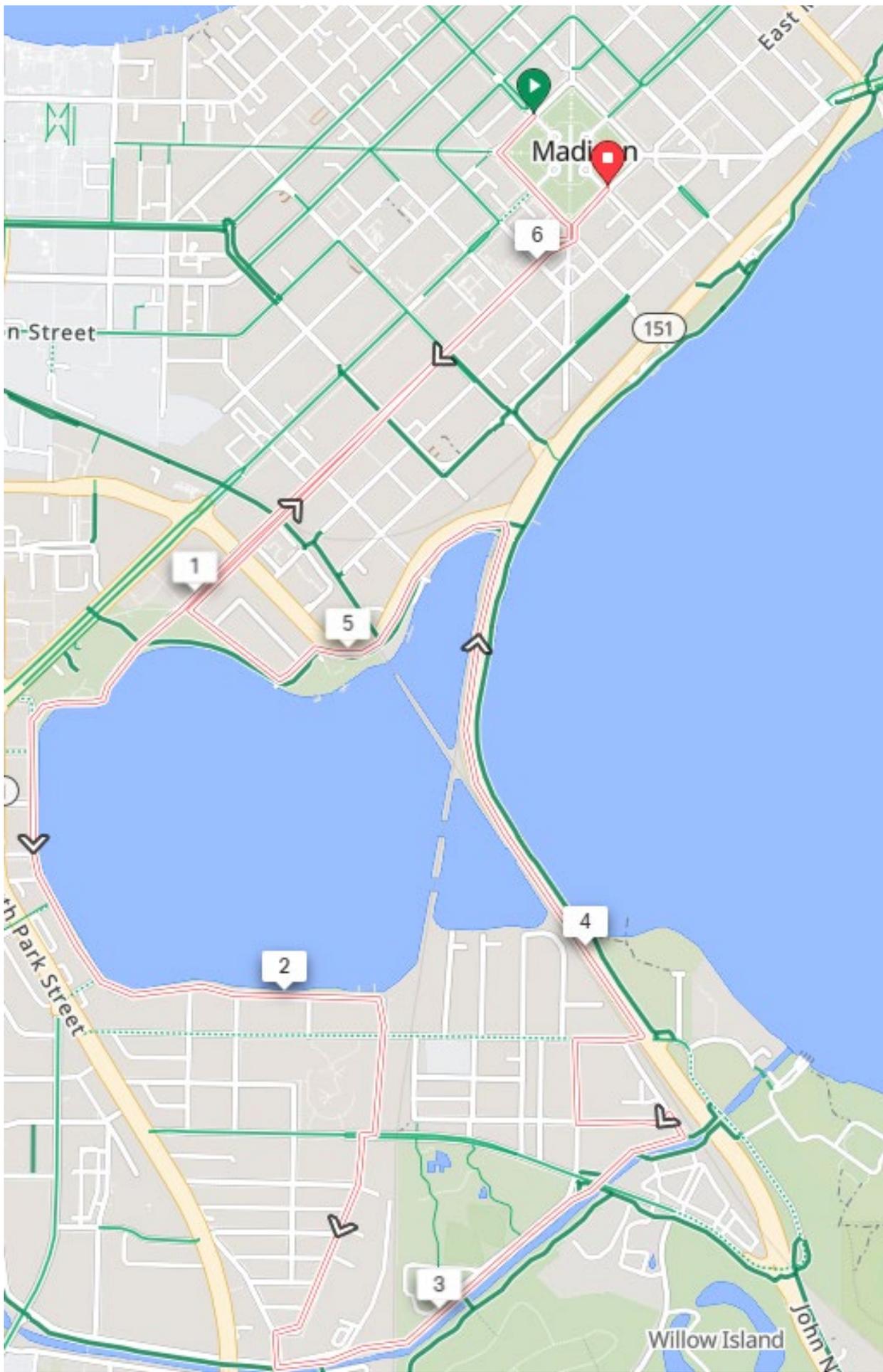
Date: 07/14/2024

Madison Marathon











2024 Safety Operations Overview

Safety Operations Plan

Overview

EMS Operations for Madison Marathon are a combination of numerous resources and personnel from a multitude of agencies, both volunteer and career. EMS Operations for the race are part of the overall medical plan and fall under the medical direction of race medical director. EMS resources; ambulances, personnel, communications/dispatch, and the medical tent, function as their own EMS system with the sole purpose of providing treatment and transportation to the select sub-group of race participants only. Emergent medical care of spectators and the general public is the responsibility of the existing 9-1-1 system and its established providers, agencies, and medical direction. In the event EMS personnel should be witness to a medical emergency involving someone other than a race participant, they should notify the 9-1-1 system immediately and provide emergent medical care until 9-1-1 system resources can arrive and assume responsibility for the incident. Event EMS resources should not be dispatched to 9-1-1 calls nor will 9-1-1 emergency services be used as a primary response unit for race participants.

Each athlete/patient with medical issues will require some careful triage Should that athlete continue the race? Do they need transport or a short time to recover and continue on in the race? If they are transported, are they going to the medical tent or to the ER?

Problems such as cramping, nausea, vomiting, exhaustion, abrasions, dehydration, diarrhea, abdominal cramping, mild cases of bronchospasm, mild allergic reactions, mild trauma, and most cases of dizziness can be handled in the medical tent. Suspected cases of hypothermia or hyperthermia without associated altered mental status are also medical tent scenarios if a transport does occur. Suspected hypothermia or hyperthermia associated with altered mental status need to go to the ER. Think of the medical tent as an immediate care facility, not a place for definitive care.

Hypoglycemia can be treated and released with anything that the athlete can access on the course, such as Gatorade, or Power-Gel. Medications such as oral glucose, 050, or Glucagon will disqualify the athlete regardless if they quickly recover or not. Oxygen is considered to be a medication and it is not readily available, so oxygen administration will medically disqualify a contestant.

Any type of significant trauma needs to go to the ER. Injuries such as concussions, broken collarbones, shoulder separations, ankle fractures, etc., are all worthy of a trip to the hospital for definitive care. Situations of compromised mental status need to be evaluated very carefully. If the patient is slow to respond but oriented he/she should be allowed some time to recover and continue the race before transport to the medical tent is warranted. If the patient has experienced syncope or is disoriented on exam, then it's time to head to the ER.

Any condition you suspect is cardiac related or anything you are uncomfortable with should go to the ER. If you have a question regarding transport destination contact EMS command by radio for a consult. The placement of a cardiac monitor on a patient for observation is not grounds for disqualification on its own. Drug administration, IV infusion, or ambulance transport means the race is over for that individual. Helping an athlete bandage/clean road rash, wrap an ankle, treat blisters, etc. are not grounds for disqualification. If in doubt regarding minor injuries: treat, report treatment and bib number and then send athlete on their way. Race staff will handle race disqualification if necessary.

Athletes will obviously be reluctant to abandon the race. Most will have a realistic idea of whether or not continuing is medically appropriate. If a situation occurs where you feel that the athlete should not continue the race and you are not successful in convincing the athlete to withdraw for a trip to the

medical tent, contact EMS command and a race staff member will respond. You have the authority to have an athlete removed from the race for medical reasons if necessary.

If the athlete continues out on the course, provide a race bib number and we will intercept him for this evaluation. Make sure you report the race bib number for proper logging.

EMS Command Post

The EMS/Race Command Post will be located downtown Madison. The room will contain representatives of the race – Madison Marathon Staff, City of Madison Police, City of Madison Fire/EMS, UW Police, 911 Dispatch. Other agencies are invited to participate as they see necessary. Communication will be handled within each department but by being in the same room, communication will flow freely between groups as necessary. Madison Marathon will communicate via radio with digital network with cell phones as back-up.

Hospital Transports

The primary hospital for trauma transports is UW Hospital located at 600 Highland Ave. Other hospitals include Meriter, located at 202 S. Park St. and St. Mary's, located at 700 S. Park St. These hospitals will be used based on severity of injury.

Medical Tent

The race medical tent will be located on the 100 block of Martin Luther King Jr. Blvd. This is located near the finish but allows for access for medical transports to local hospitals.

Medical lead
Kacey Kronefeldt – SSM Health

Run Routes

Madison Marathon: MAP IMAGE TO BE ADDED

Link to Route: <https://ridewithgps.com/routes/45999474>

Madison Half Marathon: MAP IMAGE TO BE ADDED

Link to Route: <https://ridewithgps.com/routes/45787425>

Madison 10K: MAP IMAGE TO BE ADDED

Link to Route: <https://ridewithgps.com/routes/47567143>

Weather related issues

The Command Center 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. Threshold for lightening is 10 miles.

Inclement Weather

- If the potential exists for hazardous weather the Race Director will inform all staff and the race announcer.
- The Race Director and Staff will decide on the start of the race by 6:30 am. If conditions prohibit the on-time start of the race, the start will be delayed to 7:30 am and all courses will be run in full. If conditions do not allow a start until after 8:00 am courses may be altered to allow an event but not extend the timeline of the overall day. Communication will be made via race announcer and on social media.
- If inclement weather occurs after the run has started, athletes and volunteers are on their own to seek shelter. Weather issues will be communicated via radio to list below telling people what to do. Potential shelters are schools and churches along the route, park shelters, bridge over passes, parking structures in the city of Madison and on the UW Campus.

Communication plan for broadcasting weather issues

The race command center will be monitoring weather radar and reports via internet weather websites. Race Command will also be in direct communication with 911 dispatch regarding anything they are hearing regarding dangerous weather.

Should inclement weather be forecasted/threatening the race, Race Command will be in contact with Ryan Richards, Race Director and Sara Klemme President of Madison Festivals Inc. Based on information received, threat of weather, location of weather, and direction of travel for weather, a decision regarding the race will be made. If race needs to be stopped or shortened or changed, Ryan Richards, Race Director will make that decision. Communications to Madison Police, Monona Police and UW Police and other parties will be made through Dane County Communications. 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-ups and hard lines as a back up to that where possible.

Communications to spectators will be made via loudspeaker announcements located at finish line and via social media.

Lost Child Plan

Any child that is separated from their parents, near the race site, will be brought to the announcer stand. There will be an announcer stand at the race start/finish located at the intersection of Mifflin and Wisconsin Ave. The announcer will announce the lost child and ask parents to come to announcer stand. It will also be announced over race radio. Staff member will stay with child until reunited with parents. 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 command so MPD are aware of situation. Announcer will also ask for people to look for child and bring them to the announcer tower. Likewise if MPD are approached regarding missing child, it should be communicated to race command so it can be broadcast to Race Staff.

ASSEMBLY AREAS:

1. Start/Finish line:
 - a. Capitol Building, businesses around square
 - b. Monona Terrace indoor areas
 - c. Parking Garage on Carroll and Dayton St.
2. Run Course
 - a. Aid Station Trucks
 - b. Businesses along course

SEVERE WEATHER AND NATURAL DISASTERS

Area Coordinator or supervisors must:

- Coordinate an orderly evacuation of personnel.
- Perform an accurate head count of personnel reported to the designated area.
- Determine a rescue method to locate missing personnel.
- Provide the Fire Department personnel with the necessary information about the facility.

Tornado:

- When a warning is issued by sirens or other means, seek inside shelter. Consider the following:
 - Small interior rooms on the lowest floor and without windows,
 - Hallways on the lowest floor away from doors and windows, and
 - Rooms constructed with reinforced concrete, brick, or block with no windows.
- Stay away from outside walls and windows.
- Use arms to protect head and neck.
- Remain sheltered until the tornado threat is announced to be over.

Flood:

If indoors:

- Be ready to evacuate as directed by the Emergency Coordinator, Command Center and/or the designated official.
- Follow the recommended primary or secondary evacuation routes.

If outdoors:

- Climb to high ground and stay there.
- Avoid walking or driving through flood water.
- If car stalls, abandon it immediately and climb to a higher ground.

BOMB THREAT

Most bomb threats are received by phone. Bomb threats are serious until proven otherwise. Act quickly, but remain calm and obtain information with the checklist in this section.

If a bomb threat is received by phone:

1. Remain calm. Keep the caller on the line for as long as possible. DO NOT HANG UP, even if the caller does.
2. Listen carefully. Be polite and show interest.
3. Try to keep the caller talking to learn more information.
4. If possible, write a note to a colleague to call the authorities or, as soon as the caller hangs up, immediately notify them yourself.
5. If your phone has a display, copy the number and/or letters on the window display.
6. Complete the Bomb Threat Checklist immediately. Write down as much detail as you can remember. Try to get exact words.
7. Immediately upon termination of the call, do not hang up, but from a different phone, contact law enforcement immediately with information and await instructions.

If a bomb threat is received by handwritten note:

Handle note as minimally as possible.

If a bomb threat is received by email:

Do not delete the message.

Signs of a suspicious package:

- | | |
|-----------------------|----------------------|
| x No return address | • Poorly handwritten |
| x Excessive postage | • Misspelled words |
| x Stains | • Incorrect titles |
| x Strange odor | • Foreign postage |
| x Strange sounds | • Restrictive notes |
| x Unexpected delivery | |

DO NOT:

- x Use two-way radios or cellular phone; radio signals have the potential to detonate a bomb.
- x Evacuate the building or area until police arrive and evaluate the threat.
- x Activate the fire alarm.
- x Touch or move a suspicious package.

BOMB THREAT CHECKLIST

Date:

Time:

Time Caller Hung Up:

Number Where Call Received:

Where is the bomb? (Building, floor, room, tent)

When will it detonate?

What does it look like?

What will make it go explode?

Did you place the bomb? Yes or No

Why?

What is your name?

Exact Words of Threat:

Where is the caller located? (Background and level of noise)

Estimated Age:

Is voice familiar/who does it sound like:

Other points:

What if rescue workers are not available to transport me or other injured persons?

9-1-1 services (police, fire, EMS and ambulance) might be delayed indefinitely following a terrorist event, therefore:

- x Always have a back-up plan for transportation.
- x Follow advice from your local public safety offices (local health department, local emergency management offices, fire and police departments and reliable news sources).

If you are nearby, but not at the immediate site of an attack:

- x Assess the environment around you before taking any action.
- x Watch for Secondary devices.
- x Proceed to your designated Assembly Area or the Secondary Assembly Area if the primary area is in the danger zone.
- x Avoid being lured closer to see what is happening because the risks from secondary attacks or hazardous materials could be extremely high.
- x When you have reached your assembly area notify the Command Center that you are there and await any instructions.
- x Listen for, and follow, instructions from local authorities and building personnel. If no information is immediately available from local officials, stay away from windows and doors and move to an inner area of a building until directed differently by authorities.

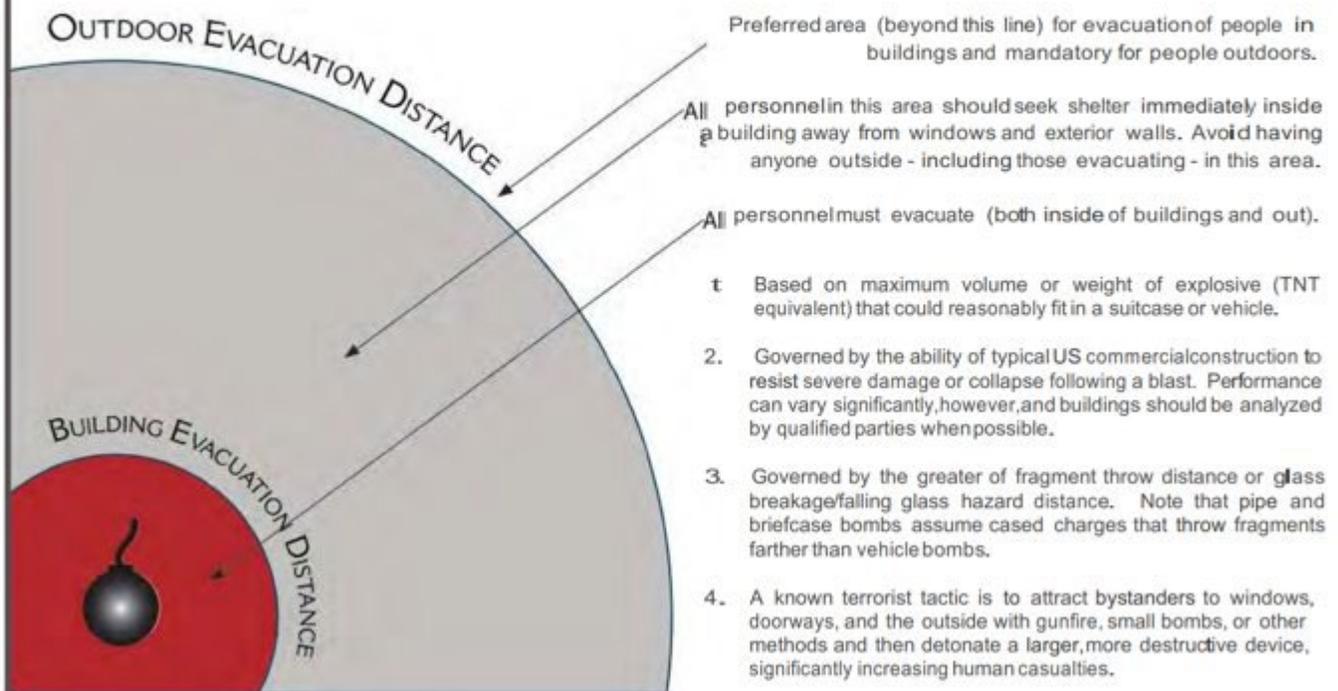


BOMB THREAT STAND-OFF CHART

Threat Description Improvised Explosive Device (IED)	Explosives	Building	Outdoor Evacuation Distance ³
 Pipe Bomb			1200 FT
 Suicide Bomber	20LBS		1700 FT
 Briefcase/Suitcase	50LBS		1850 FT
 Car	500 LBS		1500 FT
 SUV/Minivan	1,000 LBS		2400 FT
 Small Moving Van/ Delivery Truck	4,000 LBS		3800 FT
 Moving Van/ Water Truck	10,000 LBS		5100 FT
 Semi-Trailer	60,000 LBS		9300 FT

1. These capacities are based on the maximum weight of explosive material that could reasonably fit in a container of similar size.
 2. Personnel in buildings are provided a high degree of protection from death or serious injury; however, glass breakage and building debris may still cause some injuries. Unstrengthened buildings can be expected to sustain damage that approximates five percent of their replacement cost.
 3. If personnel cannot enter a building to seek shelter they must evacuate to the minimum distance recommended by Outdoor Evacuation Distance. This distance is governed by the greater hazard of fragmentation distance, glass breakage or threshold for ear drum rupture.

It is important to note that the given distances do not guarantee safety, they are estimates based on test data and the area near and around the evacuation distances are still potentially dangerous. Minimum evacuation distance is the range at which a life-threatening injury from blast or fragmentation hazards is unlikely. However, non-life-threatening injury or temporary hearing loss may occur.



ACTIVE SHOOTER

An Active Shooter is an individual actively engaged in killing or attempting to kill people in a confined and populated area; in most cases, active shooters use firearms(s) and there is no pattern or method to their selection of victims.

Active shooter situations are unpredictable and evolve quickly. Typically, the immediate deployment of law enforcement is required to stop the shooting and mitigate harm to victims.

Because active shooter situations are often over within 10 to 15 minutes, before law enforcement arrives on the scene, individuals must be prepared both mentally and physically to deal with an active shooter situation.

Good practices for coping with an active shooter situation:

- x Be aware of your environment and any possible dangers
- x Take note of the two nearest exits in any facility you visit
- x If you are in an office, stay there and secure the door
- x If you are in a hallway, get into a room and secure the door
- x If you are outdoors move away from the sounds of gunfire.
- x As a last resort, attempt to take the active shooter down. When the shooter is at close range and you cannot flee, your chance of survival is much greater if you try to incapacitate him/her.
- x CALL 9-1-1 WHEN IT IS SAFE TO DO SO!

Quickly determine the most reasonable way to protect your own life. Remember that customers and clients are likely to follow the lead of employees and managers during an active shooter situation.

1. Evacuate

If there is an accessible escape path attempt to evacuate the premises. Be sure to:

- x Have an escape route and plan in mind
- x Evacuate regardless of whether others agree to follow
- x Leave your belongings behind
- x Help others escape, if possible
- x Prevent individuals from entering an area where the active shooter may be
- x Keep your hands visible
- x Follow the instructions of any police officers
- x Do not attempt to move wounded people
- x If possible, gather in one location
- x Call 911 when you are safe

2. Hide out

If evacuation is not possible, find a place to hide where the active shooter is less likely to find you.

Your hiding place should:

- x Be out of the active shooter's view
- x Provide protection if shots are fired in your direction (i.e., an office with a closed and locked door)
- x Not trap you or restrict your options for movement

To prevent an active shooter from entering your hiding place:

- x Lock the door
- x Blockade the door with heavy furniture

If the active shooter is nearby:

- x Lock the door
- x Silence your cell phone and/or pager
- x Turn off any source of noise (i.e., radios, televisions)
- x Hide behind large items (i.e., cabinets, desks)
- x **Remain quiet**

If evacuation and hiding out are not possible:

- x **Remain calm**
- x Dial 9-1-1, if possible, to alert police to the active shooter's location
- x If you cannot speak, leave the line open and allow the dispatcher to listen

3. Take action against the active shooter

As a last resort, and only when your life is in imminent danger, attempt to disrupt and/or incapacitate the active shooter by:

- Acting as aggressively as possible against him/her
- Throwing items and improvising weapons
- Yelling
- Committing to your actions

WHEN LAW ENFORCEMENT ARRIVES

Law enforcement's purpose is to stop the active shooter as soon as possible. Officers will proceed directly to the area in which the last shots were heard.

- Officers usually arrive in teams of four (4)
- Officers may wear regular patrol uniforms or external bulletproof vests, Kevlar helmets, and other tactical equipment
- Officers may be armed with rifles, shotguns, handguns
- Officers may use pepper spray or tear gas to control the situation
- Officers may shout commands, and may push individuals to the ground for their safety

How to react when law enforcement arrives:

- Remain calm, and follow officers' instructions
 - Put down any items in your hands (i.e., bags, jackets)
 - Immediately raise hands and spread fingers
 - Keep hands visible at all times
 - Avoid making quick movements toward officers such as holding on to them for safety
 - Avoid pointing, screaming and/or yelling
 - Do not stop to ask officers for help or direction when evacuating, just proceed in the direction from which officers are entering the premises
- x **Remember that you will be treated as a suspect until proven otherwise.**

Information to provide to law enforcement or 9-1-1 operator:

- Location of the active shooter
- Number of shooters, if more than one
- Physical description of shooter/s
- Number and type of weapons held by the shooter/s
- Number of potential victims at the location

The first officers to arrive to the scene will not stop to help injured persons. Expect rescue teams comprised of additional officers and emergency medical personnel to follow the initial officers. These rescue teams will treat and remove any injured persons. They may also call upon able-bodied individuals to assist in removing the wounded from the premises.

Once you have reached a safe location or an assembly point, you will likely be held in that area by law enforcement until the situation is under control, and all witnesses have been identified and questioned. Do not leave until law enforcement authorities have instructed you to do so.