

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event MAD CITY UGLY SWEATER 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 STARTINGLINEEVENTS.COM

Secondary Contact RORW KEMPFER

Work Phone 608-243-9593 Phone During Event 608-217-5941

E-mail RORW@STARTINGLINEEVENTS.COM

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: NOT YET DETERMINED THE GOLF AFFERT

Estimated Attendance 400-500 (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: CHEROKEE MARSH NEIGHBORHOOD

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 11-28-13 Rain Date(s) N/A

Event Start Date(s)/Time(s) 11:30-13 10AM Set-Up Date(s)/Time for Event 11-28-13 6AM 11:30-13 8AM

Event End Date(s)/Time(s) 11-28-13 9:30AM 11:30-13 11:30AM Take-Down Time 11-28-13 9:30AM 11:30-13 11:30AM

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, statutes and laws.

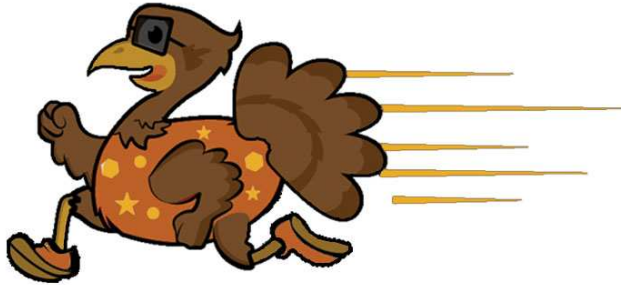
Signature [Signature]

Date 3-27-13

UGLY SWEATER

MAD CITY

RUN 2013



TO BENEFIT

The Golf Affect

5M RUN &

1M WALK

CHEROKEE NEIGHBORHOOD

10am, November 30, 2013

www.startinglineevents.com

jerry@startinglineevents.com

608-241-7093

Detailed Timeline With Traffic Control

Friday, November 29, 2013

05:00 pm - Portable bathrooms are delivered to Cherokee Country Club Parking Lot and 2 additional bathrooms delivered to Comanche Way location

Saturday, November 30, 2013

07:00 am - Set up Start and Finish Line area

07:00 am - Begin walk-up registration near the Cherokee Country Club entrance

08:00 am - Set up cones, aid stations, signage and mile markers along courses

09:15 am - Race Announcer will begin making announcements

09:45 am - Race Course Sentries arrive at assigned posts along the race courses

09:45 am - City Of Madison Traffic Control arrives at their locations

09:55 am - National Anthem

10:00 am - Traffic Control starts

10:00 am - 5 Mile Run begins

10:10 am - 1 Mile Walk begins

11:30 am - Traffic Control Officers are finished

11:45 am - Last participants should be finished

12:00 pm - Volunteers finish course clean-up

12:00 pm - Begin picking up cones and opening roads along all courses

12:30 pm - All roads are opened

12:30 pm - Remove and recycle all trash on course

12:30 pm - Aid Stations, Tents, Signs and Start/Finish Line are removed and trash picked up

12:30 pm - Volunteers check all grounds and parking lot for trash

Monday, December 2, 2013

08:00 am - Portable bathrooms are removed

Additional Items

Madison Metro Buses

Because of the weekend, no Madison Metro bus routes are impacted by the event.

St. Peter's Church

We have met with the staff at the Church and we will not be staged during a church service

Cherokee Country Club

The Cherokee Country Club will serve as the "staging area" for the run/walk. Dennis Tiziani and John Vicker have met with us and given us approval.

Neighbors

We have talked with the Cherokee Neighborhood Association President (Brian Johnson) and he will help us distribute flyers and emails to Cherokee residents. The flyer will give notification of the event times and will have the contact information for Starting Line Events.

Start & Finish Line	The Cherokee Country Club Parking Lot
Course Set-Up	07:00 am
Race Course Opens	10:00 am
Race Course Closes	12:00pm
Course Tear-Down	12:00 pm
Courses	5 Mile Run and 1 Mile Walk
Run Event Produced By	Starting Line Events, LLC
Main Event Organizer	Starting Line Events, LLC
Permits & Insurance	Starting Line Events, LLC
Race Director	Jerry Kempfer 608-241-7093
Event Coordinator	Robin Kempfer 608-217-5941
Course Management	Starting Line Events, LLC

Safety Plan

Ambulance and EMT's

Ryan Bros. Ambulance will have one ambulance dedicated to cover the course. This unit will be located at the start/finish line and will respond if needed. We will also have volunteer Nurses equipped with 2-way radios at each Aid Station, to monitor the participants. 911 will be used for any life-threatening emergencies.

Trained Personnel

Every Staff Member of Starting Line Events, LLC is certified in Adult & Infant First Aid/CPR/AED through the American Red Cross. There will be a minimum of 4 certified Staff Members throughout the course at all times.

Bike teams

We will have a mobile team dedicated to covering all courses. These units will be equipped with a 2-way radio and will be roaming and responding as needed.

Aid Stations

Each of the Stations will be supplied with water and/or sports drinks. A licensed Nurse will also be equipped with a complete first aid kit and a 2-way radio to contact the Race Director or 911 for further assistance if needed.

Aid Station Locations

- Start/Finish Line area
- Comanche Way

Start/Finish Line Medical Help

The start/finish line medical area will be equipped with water, sports drink, food and standard portable medical kits for sprains, cuts etc. A Ryan Bros. Ambulance will be stationed near the finish line for any potential transports. 911 will be used for any life-threatening emergencies.

Emergency Procedures

Our Emergency Procedure Document is distributed to all necessary personnel. The document has an updated list of names and numbers to contact for different types of emergencies (weather, fire, injury, etc.). The Race Director, Aid Station Personnel, Mobile Safety Teams and Various Volunteers have access to the Emergency Procedure Document .

Weather Emergencies

We have a detailed Weather and Emergency Policy/Plan on our website in case of inclement weather before the start of the race. We continue monitoring the weather via iPads and cell phones during the race. We use social media to warn participants of any conditions that may affect the event prior to their arrival. We use a Colored Flag Warning System for all course dangers, including weather. There will be a flag system at each Aid Station along the course and at the Start/Finish Line. The Race Director will contact the Aid Station Personnel if the color changes. The following describes each flag color.

Green Flag	Good Conditions. Everything Is Normal.
Yellow Flag	Caution. Increased Risk of Weather Related Problems. Runners Should Be Aware.
Red Flag	Extreme Weather Risk. Clock Has Stopped. Walk To The Finish Line Immediately.
Black Flag	Extreme Emergency. The Race Is Canceled. Seek Shelter Immediately!

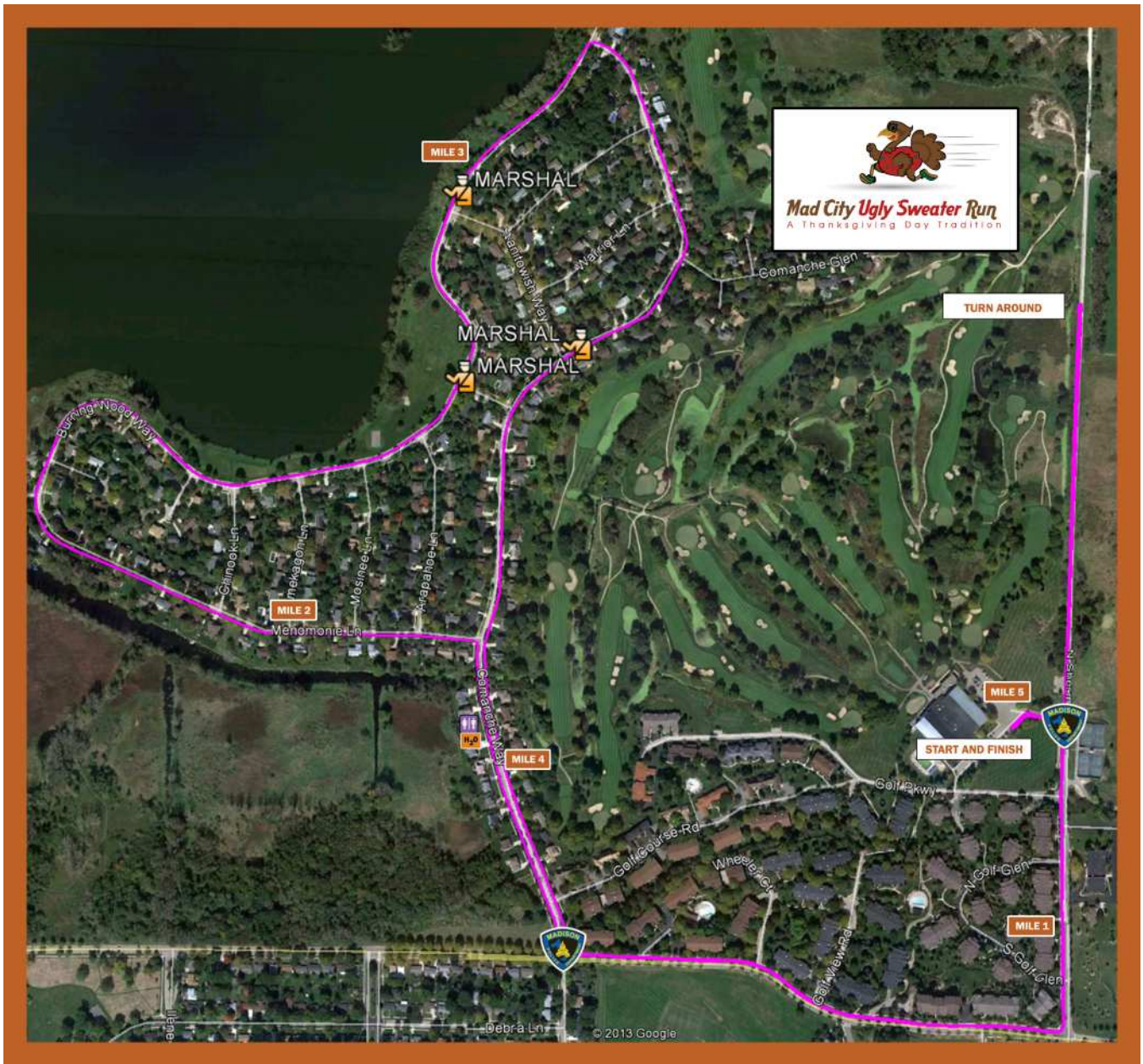
Staging Area @ The Cherokee Country Club



Recycle Plan

Trash around the Start/Finish area, parking lots and all Water/Aid Stations, will be swept, picked up and disposed of in the proper containers. The Water/Aid Stations will have trash cans that will be brought back to the Start/Finish area and then hauled away from the area.

5 Mile Run Course Map



1M Walk Course Map



5 Mile Run Course Turn-By-Turn Directions

- 10:00am -
- Start in the Cherokee Country Club parking lot off N. Sherman Ave
- Turn Left on N. Sherman Ave, Go .38 miles, turn around
- Continue south on N. Sherman Ave
- Turn Right on Wheeler Rd
- Turn Right on Comanche Way
- Turn Left on Menomonie Ln
- Turn Right on Burning Wood Way
- Turn Right on Comanche Way
- Turn Left on Wheeler Rd
- Turn Left on N. Sherman Ave
- Turn Left into the Cherokee Country Club parking lot
- Finish (from 10:46am to 11:35am)

1 Mile Walk Course Turn-By-Turn Directions

- 10:10am -
- Start in the Cherokee Country Club parking lot off N. Sherman Ave
- Turn Left on N. Sherman Ave
- Turn Left into The Cherokee Country Club
- Follow Cart Path To The Country Club
- Finish (from 10:25am to 10:40am)

Please email info@startinglineevents.com to request a full-color version of this plan and one will be emailed to you immediately.