

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: 2017 IronKids Wisconsin Fun Run

Event Organizer/Sponsor: Madison Area Sports Commission in conjunction with World Triathlon Corporation

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☒ Yes ☐ No

MANDATORY: State Sales Tax Exemption Number:

ES#: 27-2207568

OPTIONAL: Federal Tax Exempt Number:

Address: 22 East Mifflin Street, Suite 200

City/State/Zip: Madison, WI 53703

Primary Contact: Brandon Holstein

Work Phone: 608-441-3950

Email: holstein@madisonsports.org

Phone During Event: 715-456-0804

Website: www.madisonsports.org

FAX: 608-258-4950

Secondary Contact: Jamie Patrick

Work Phone: 608-441-2621

Email: patrick@madisonsports.org

Phone During Event: 608-572-4751

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

If Yes, Name of charity to receive donations: _____

Estimated Attendance: 600

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☒ Yes ☐ No

Hours: 8:00am to 10:00am

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: 100 Block of MLK Jr. Blvd – Capitol Square (Main, Pinckney, Mifflin, Carrol)

EVENT DATE(S)/SCHEDULE

Date(s) of Event: 09/9/2017

Event Start and End Times: 6:30 – 10:30am

Rain Date (if any): None

Set-Up Start Time: 6:30am

Take-Down Start Time and End Times: 10:00 – 10:30am

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

BH _____ 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 Brandon Holstein

Date 07/26/17

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:

Iron Kids Fun Run Madison Saturday, September 9, 2017

Schedule of Events

6:30 – 7:30 a.m.	Set-up of course and registration area
7:30 – 8:30 a.m.	Registration takes place
8:30 – 9:00 a.m.	Stretching & Warm-ups
9:00 a.m.	Race 1 begins near 100 block of MLK
9:20 a.m.	Race 2 begins near 100 block of MLK
9:45 a.m.	Last child crosses the finish line on 100 block of MLK
10:00-10:30 a.m.	Clean up and teardown of event materials/trash

Safety and Security Plan

- Participants will be marshaled to the start line on MLK JR. BLVD.
- Volunteers will be stationed on all corners and intersections of the Capitol Square with cones and flags to help coordinate flow of race.
- One lead bicyclist will head up race, protecting and warning Capitol Square and Farmer's Market attendees of impending race.
- A lost child area will be located on the 100 block of MLK near the finish line with a series of race volunteers ushering the kids and connecting them with their parents.
- In the case of inclement/severe weather volunteers will usher participants to either the County Office Building or Monona Terrace where they can be reunited with parents.
- In case of medical emergency, proper authorities will be contacted.

Trash and Recycling Plan

- All consumables will be handed out at the finish on 100 block of MLK where they can be properly recycled.
- All other potential items will be properly recycled using city utilities for disposal during clean-up/teardown phase of event.
- Event team will make a sweep of the event area following the race, disposing of any trash and materials left behind.



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<http://ad.doubleclick.net/clk;269188299;95311609;b>

[Home \(/\)](#)

[Maps \(/maps/\)](#)

[Train \(/train/\)](#)

[Community](#)

[Brandon H. \(/my_home/\)](#)

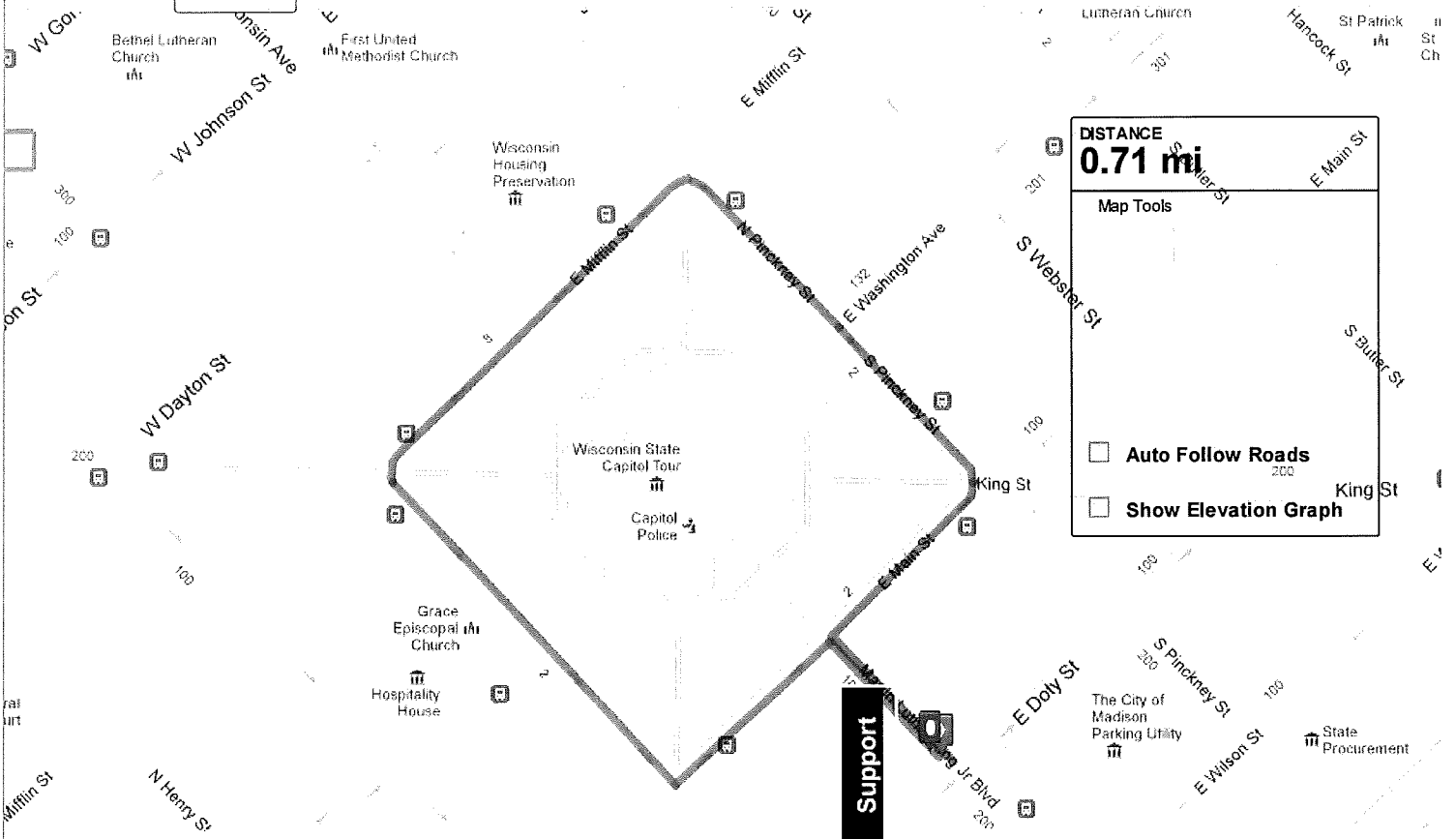
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[Try Route Genius for fresh local routes of your target distance! \(/maps/auto_route/\)](#)



Google

<http://maps.google.com/maps?ll=43.07454,-89.380023&z=17&t=m&hl=en-US>

Map data ©2013 Google

[Elevation](#) [Show elevation with grades](#)

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The "2017 IronKids Fun Run" will be held September, 9 2017 at 100 block of Martin Luther King Drive and Madison Capitol Square.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "2017 IronKids Fun Run" (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: Brandon Holstein.

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 (ENTER CONTACT NAME & CELL PHONE NUMBER)
- 3. We ☐ will / ☒ will not have on-site Police or Security (ENTER CONTACT NAME & CELL 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 Brandon Holstein 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 Brandon Holstein 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: Brandon Holstein in coordination with Race Day Events and Ironman Staff.
6. Parking for vendor and staff vehicles will be: 100 block of MLK.
7. Parking for attendee vehicles will be: Various parking ramps and lots in downtown area.

V. CONTACT INFORMATION

Primary Contact	Brandon Holstein	715-456-0804
Secondary Contact	Jamie Patrick	608-572-4751
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?

☒ Yes ☐ No

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

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

The event will be marketed and promoted via our internal websites at visitmadison.com and madisonsports.org. In addition, posters will be created and we may also be doing some radio advertisement and social media posts leading up to this event.

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

Live media coverage is possible. If this happens, the event organizers will make sure these vehicles are safely parked in zones where they're not blocking any streets, entrances or intersections while maintaining proper emergency access areas and lanes.

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: 2017 IronKids Wisconsin Fun Run

Location: 100 Block of Martin Luther King Jr. Blvd.

Public Contact Phone: (608) 441-3950

Website: madisonsports.org/ironkids

Admission Cost: \$15 Online & \$20 Onsite

Date of Event: Saturday, September 19 2017

Beginning/End Time of Event: 7:00-10:30am (7:00-8:30am – Registration, 9:00-10:00am – Races, 10:00-10:30am – Teardown and event cleanup)

Two sentence description of event (for internet calendar):

Taking place during Ironman Wisconsin weekend the Ironkids Wisconsin Fun Run is for youth between the ages of 3-13 who will race around the Capitol Square - a little over 1/2 mile in celebration of happy and active lifestyles. Each child will take home their own finisher t-shirt, medal, backpack filled with swag, and the pride of calling themselves an IronKid.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

2/22/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
West Bend Mutual Insurance Company
1900 South 18th Avenue
West Bend WI 53095

CONTACT NAME: Rep
PHONE (A/G, No, Ext): (866) 926-4244
FAX (A/C, No): (262) 365-2200
E-MAIL
ADDRESS:

INSURER(S) AFFORDING COVERAGE

NAIC #

INSURER A: West Bend Mutual Insurance Company

15350

INSURED
Madison Area Sports Commission
22 E Mifflin St
Ste 200
Madison WI 53703-4224

INSURER B:

INSURER C:

INSURER D:

INSURER E:

INSURER F:

COVERAGES

CERTIFICATE NUMBER: 17/18

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
X	COMMERCIAL GENERAL LIABILITY						
A	CLAIMS-MADE X OCCUR			1853923	3/16/2016	3/16/2017	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 3,000,000 Property damage single limit \$
	GEN'L AGGREGATE LIMIT APPLIES PER: X POLICY PRO-JECT LOC OTHER						
	AUTOMOBILE LIABILITY						
	ANY AUTO ALL OWNED AUTOS HIRE AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
X	UMBRELLA LIAB						EACH OCCURRENCE \$ 2,000,000
A	EXCESS LIAB			1853923	3/16/2017	3/16/2018	AGGREGATE \$
	DED RETENTION \$						
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				PER STATUTE E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

City of Madison is an additional insured by endorsement form CG2026 in regards to liability.

CERTIFICATE HOLDER

City of Madison
City County Bldg.
210 Martin Luther King Jr Blvd
Madison, WI 53703

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

T Wesley-Beckley/TANY

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