

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Beth Salinger
Run Madtown
20395 Windflower Ct
Mundelein, IL 60060
Email: Beth@runmadtown.Com
Phone: (312) 925-6067

Contact During Event

Beth Salinger
Run Madtown
20395 Windflower Ct
Mundelein, IL 60060
Email Beth@runmadtown.Com
Phone: (312) 925-6067

Event Information

Name of Event: Run Madtown

Event Type: Multi-Day

Estimated Attendance: 3000

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 \ Finish Line 700 Block of State Street
Post Race Party on Library Mall
Beer Garden 700 Block of Langdon Street

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
05/25/2024	8:00 AM	05/25/2024	6:00PM	05/25/2024	9:00 PM	05/25/2024	9:00 PM	
05/26/2024	5:00 AM	05/26/2024	6:00 AM	05/26/2024	12:00 PM	05/26/2024	3:00 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
05/25/2024	6:00 PM	05/25/2024	9:00 PM	
05/26/2024	6:00 AM	05/26/2024	12:00 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?(\$):

No

Trash Barrels:

0

Recycling Barrels:

0

Dumpsters:

0

Electrical Adaptors:

0

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?:

Yes

Event Website: <https://runmadtown.com/>

Notes: How did you kick off Summer? Run Madtown!

The Half Marathon, 10K and 5K start and finish on the University of Wisconsin Campus. The 5K takes place on Saturday evening and the 10K and Half Marathon on Sunday morning, annually Memorial Day Weekend. Along the way, you'll take in some of the city's most iconic spots: the picturesque Lake Mendota path, the natural beauty of the arboretum, the historic University of Wisconsin campus and run around the Capitol Building.

All participants receive a short sleeve tech shirt, all finisher's receive a BIG Honkin' Medal! Kick-off your summer with a 5K, 10K or half marathon or challenge yourself with the Mad For Madtown Challenge and participate over 2 days (get 3 medals and bonus SWAG)! Celebrate your victory at the Michelob Ultra after-party with good food, good music, and good friends.

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 :

BAS

Signature:

Beth Salinger

Date:

02/14/2024



Race Address:
Library Mall
715 State Street
Madison, WI 53703

Saturday May 25, 2024
Twilight 5K – 7pm start time
1000 participants

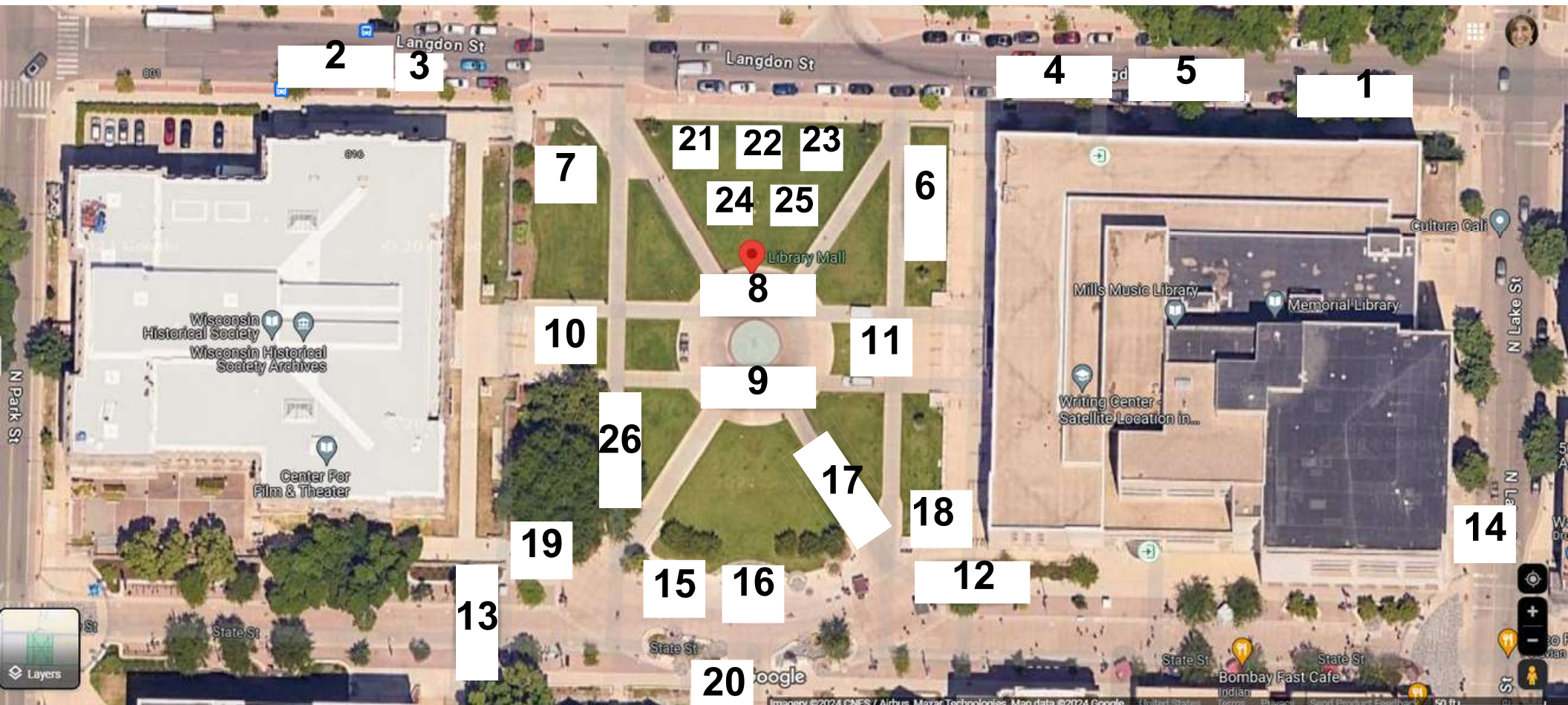
Sunday May 26, 2024
Half Marathon & 10K – 7am start time
2500 participants

RUN MADTOWN SITE LEGEND

MAP #	WHAT	TENT	POWER	SIDEWALLS	TABLES	CHAIRS	WHO	OTHER
1	PORTO Potties	N\A	N\A	N\A	N\A	N\A	LRS	Approx 24 - 30 needed 90 - 113 feet
2	Beer Garden	10 x 10	N\A	No	Yes	possibly	LAS	Fencing and singage needed
3	Beer caddy	N\A	YES	N\A	N\A	N\A	WI Disributors	Friday - Sunday in parking space
4	Recycling Dumpster	N\A	N\A	N\A	N\A	N\A	LRS	12ft long
5	Dumpster	N\A	N\A	N\A	N\A	N\A	LRS	20ft long
6	Gear Check	N\A	N\A	N\A	Yes	N\A	LAS	fencing only - Sunday only
7	DJ	10 x 10	solar powered	maybe	yes	yes	DJ	
8	Packet Pickup	10 x 30	maybe	yes	yes	yes	LAS	
9	Official Merch	10 x 20	maybe	yes	Yes	yes	LAS	
10	Photo backdrop	N\A	N\A	N\A	N\A	N\A	RMT	
11	Photo backdrop	N\A	N\A	N\A	N\A	N\A	RMT	
12	Medical Tent	10 x 20	YES	yes	Yes	yes	LAS	
13	Start \ Finish Line Truss	N\A	N\A	N\A	N\A	N\A	LAS	10ft x 20ft
14	MFD Standby Ambulance	N\A	N\A	N\A	N\A	N\A	MFD	
15	Finisher's Medals	N\A	N\A	N\A	N\A	N\A	LAS	Medal Racks
16	Finisher water	N\A	N\A	N\A	N\A	N\A	Festival Foods	On Pallets
17	Finisher Food	N\A	N\A	N\A	YES	N\A	RMT	fencing
18	ADA Porto	N\A	N\A	N\A	YES	N\A	LRS	
19	Announcer	10 x 10	YES	yes	Yes	yes	LAS	
20	Timing Van	N\A	N\A	N\A	N\A	N\A	LAS	Only during event, does not stay overnight
21	Sponsor \ charity booths	TBD	No	No	YES	YES	LAS	Sponsors \ charities can bring their own tents
22	Sponsor \ charity booths	TBD	No	No	YES	YES	LAS	
23	Sponsor \ charity booths	TBD	No	No	YES	YES	LAS	
24	Sponsor \ charity booths	TBD	No	No	YES	YES	LAS	
25	Sponsor \ charity booths	TBD	No	No	YES	YES	LAS	
26	Volunteer Checkin	10 x 20	No	No	Yes	yes	LAS	

RUN MADTOWN

POST RACE PARTY LAYOUT



RUN MADTOWN

START \ FINISH LINE

STATE STREET



RUN MADTOWN BEER GARDEN LANGDON STREET





2024 RUN MADTOWN – PROPOSED COURSES
STREET BY STREET DESCRIPTIONS AND LINKS

Twilight 5K – May 25, 2024

Start Time 7pm - End Time 8:30pm

Start \ finish area – 700 Block of State Street, Madison, WI

Post Race Party area – Library Mall

LINK TO 5K course mapmyrun -

<https://www.mapmyrun.com/routes/view/5741005801>

Google maps - <https://www.google.com/maps/d/edit?mid=1b9gu1dB57Fq-IEVFBorQLmPdNyTZhu4&usp=sharing>

Run Madtown Twilight 5K - Street by Street Directions

START on 700 block of State Street

Head west on State Street

Head north on Park Street

Head west on Observatory Drive

Follow as it curves and heads north onto Walnut Street

Take Walnut Street north until it dead ends with the Howard Temin Lakeshore Path

Head east on the Howard Temin Lakeshore Path

Follow as Path merges onto Park Street

Follow Park Street as it turns south

Turn east onto the 700 block of State Street – FINISH

*****NOTE this course has not been certified and there may be minor adjustments***

10K – May 26, 2024

Start Time 7am – End Time 11am

Start \ finish area – 700 Block of State Street, Madison, WI

Post Race Party area – Library Mall

LINK TO 10K course Mapmyrun –

<https://www.mapmyrun.com/routes/view/5916362800>

Google maps – this is the same map for the 10K and Half Marathon

https://www.google.com/maps/d/edit?mid=1M4ju6D3xGI5LCSfSUot0dQ-ww_MmunY&usp=sharing

Street by Street directions

START on 700 block of State Street

Head east on State Street

Head NE on W. Gilman Street

Head SE on Wisconsin Ave.

Head NE on E. Mifflin Street

Head NW on N. Pinckney St.

Head SW on E. Main Street

Head NW on S. Carroll Street

Head West on State Street

Head SW on W. Johnson Street

Turn into the Alley right past the Ovation Parking at 309 Johnson Street

Run through the Alley to Fire Station #1

Run through the Fire Station

Exit Fire Station #1 and head SW on W. Dayton Street

Turn South on N. Bedford Street

Turn SW on W. Washington Street

Turn West onto the Southwest Commuter Path

This is where the 10K and Half Marathon split

The 10K continues on the Southwest Commuter Path, the Half Marathon exits Path at N. Orchard Street

Exit Path and head northeast on Monroe Street

Turn north onto Randall Avenue

Turn west and go through the Camp Randall Arch and follow the sidewalk on the north side of Camp Randall Stadium

Exit onto N. Breese Terrace and head North

Turn West onto Summit Ave.

Head North on Lathrop Street

Head West on Kendall Avenue

Head North on Princeton Ave

Turn west onto University Ave

Turn North onto Walnut Street

Follow Walnut Street on the East side of the round about
Continue north and head onto Marsh Dr. onto the Howard Temin Lakeshore Path

The Half Marathon will continue straight on Walnut about another 1\10th of a mile and then get onto the Lakeshore Path

Follow Lakeshore Path as it curves around and turns into Park Street

Turn south onto Park Street

Turn east on State Street

FINISH on 700 block of State Street

*****Please note this course has not been certified and there may be minor adjustments***

2024 Run Madtown Course Timeline

	Wheelchair FIRST	Wheelchair LAST	Half Marathon FIRST	Half Marathon LAST	10K FIRST	10K LAST
START	6:55am	6:55am	7:00am	7:10am	7:00am	7:15am
MILE 1	6:59am	7:08am	7:05am	7:21am	7:05am	7:35am
Water Station #1	7:01am	7:14am	7:08am	7:29am	7:08am	7:45am
MILE 2	7:03am	7:21am	7:10am	7:37am	7:10am	7:55am
Water Station #2	7:07am	7:34am	7:15am	7:53am	7:15am	8:15am
MILE 3	7:07am	7:34am	7:15am	7:53am	7:15am	8:15am
MILE 4	7:11am	7:47am	7:20am	8:09am	7:20am	8:35am
Water Station #3	7:13am	7:54am	7:23am	8:17am	N/A	N/A
MILE 5	7:15am	8:00am	7:25am	8:25am	7:25am	8:55am
Water Station #4	7:19am	8:13am	7:30am	8:41am	N/A	N/A
MILE 6	7:19am	8:13am	7:30am	8:41am	7:30am	9:15am
MILE 7	7:23am	8:26am	7:35am	8:57am	N/A	9:35am
Water Station #5	7:25am	8:32am	7:37am	9:05am	N/A	N/A
MILE 8	7:27am	8:39am	7:40am	9:13am	N/A	N/A
Water Station #6	7:31am	8:52am	7:45am	9:29am	N/A	N/A
MILE 9	7:31am	8:52am	7:45am	9:29am	N/A	N/A
MILE 10	7:35am	9:05am	7:50am	9:45am	N/A	N/A
Water Station # 7	7:37am	9:11am	7:53am	9:53am	7:18am	8:25am
MILE11	7:39am	9:18am	7:55am	10:01am	N/A	N/A
Water Station #8	7:43am	9:31am	8:00am	10:17am	7:24am	8:55am
MILE 12	7:43am	9:31am	8:00am	10:17am	N/A	N/A
MILE 13	7:47am	9:44am	8:05am	10:35am	N/A	N/A
FINISH	7:50am	9:46am	8:06am	10:35am	7:32am	9:40am

Half Marathon – May 26, 2024

Start Time 7am – End Time 11am

Start \ finish area – 700 Block of State Street, Madison, WI

Post Race Party area – Library Mall

LINK TO Half Marathon course Mapmyrun -

<https://www.mapmyrun.com/routes/view/5912652604/>

Google Maps – This is the same map for the 10K and Half Marathon

https://www.google.com/maps/d/edit?mid=1M4ju6D3xGI5LCsfSUot0dQ-ww_MmunY&usp=sharing

Street by Street directions

START on 700 block of State Street

Head east on State Street

Head NE on W. Gilman Street

Head SE on Wisconsin Ave.

Head NE on E. Mifflin Street

Head NW on N. Pinckney St.

Head SW on E. Main Street

Head NW on S. Carroll Street

Head West on State Street

Head SW on W. Johnson Street

Turn into the Alley right past the Ovation Parking at 309 Johnson Street

Run through the Alley to Fire Station #1

Run through the Fire Station

Exit Fire Station #1 and head SW on W. Dayton Street

Turn South on N. Bedford Street

Turn SW on W. Washington Street

Turn West onto the Southwest Commuter Path

This is where the 10K and Half Marathon split

The 10K continues on the Southwest Commuter Path, the Half Marathon exits

Path at N. Orchard Street

Exit path and head south on N. Orchard Street

Head East on Drake Street and then back onto N. Orchard Street heading north

Orchard dead ends into Wingra, head southeast on Wingra

Wingra ends at Mills Street, turn south onto S. Mills Street

Turn west on Arboretum Drive and head into the Arboretum

Follow Arboretum Drive as it curves around and through the Arboretum

Head South on McCaffrey Drive

Turn North on Seminole Highway

Turn Northeast on Manitou Way

Turn North on Nakoma Road

Enter Arboretum Path at Arboretum Spring Trails Parking Lot

Follow path as it curves and runs parallel to Monroe Street
Cross Monroe at Glenway Street heading North
Take Glenway Street North to SW Commuter Path heading Northeast
Follow SW Commuter Path NE to Monroe Street (North of Regent)

10K and Half Marathon courses merge

Take Monroe Northeast
Turn north onto Randall Avenue
Turn west and go through the Camp Randall Arch and follow the sidewalk on the north side of Camp Randall Stadium
Exit onto N. Breese Terrace and head North
Turn West onto Summit Ave.
Head North on Lathrop Street
Head West on Kendall Avenue
Head North on Princeton Ave
Turn west onto University Ave
Turn North onto Walnut Street
Follow Walnut Street on the East side of the round about
Continue north and head onto Marsh Dr. onto the Howard Temin Lakeshore Path

The Half Marathon will continue straight on Walnut about another 1\10th of a mile and then get onto the Lakeshore Path

Follow Lakeshore Path as it curves around and turns into Park Street
Turn south onto Park Street
Turn east on State Street
FINISH on 700 block of State Street

*****Please note this course has not been certified and there may be minor adjustments***

2024 Run Madtown Course Timeline

	Wheelchair FIRST	Wheelchair LAST	Half Marathon FIRST	Half Marathon LAST	10K FIRST	10K LAST
START	6:55am	6:55am	7:00am	7:10am	7:00am	7:15am
MILE 1	6:59am	7:08am	7:05am	7:21am	7:05am	7:35am
Water Station #1	7:01am	7:14am	7:08am	7:29am	7:08am	7:45am
MILE 2	7:03am	7:21am	7:10am	7:37am	7:10am	7:55am
Water Station #2	7:07am	7:34am	7:15am	7:53am	7:15am	8:15am
MILE 3	7:07am	7:34am	7:15am	7:53am	7:15am	8:15am
MILE 4	7:11am	7:47am	7:20am	8:09am	7:20am	8:35am
Water Station #3	7:13am	7:54am	7:23am	8:17am	N/A	N/A
MILE 5	7:15am	8:00am	7:25am	8:25am	7:25am	8:55am
Water Station #4	7:19am	8:13am	7:30am	8:41am	N/A	N/A
MILE 6	7:19am	8:13am	7:30am	8:41am	7:30am	9:15am
MILE 7	7:23am	8:26am	7:35am	8:57am	N/A	9:35am
Water Station #5	7:25am	8:32am	7:37am	9:05am	N/A	N/A
MILE 8	7:27am	8:39am	7:40am	9:13am	N/A	N/A
Water Station #6	7:31am	8:52am	7:45am	9:29am	N/A	N/A
MILE 9	7:31am	8:52am	7:45am	9:29am	N/A	N/A
MILE 10	7:35am	9:05am	7:50am	9:45am	N/A	N/A
Water Station # 7	7:37am	9:11am	7:53am	9:53am	7:18am	8:25am
MILE11	7:39am	9:18am	7:55am	10:01am	N/A	N/A
Water Station #8	7:43am	9:31am	8:00am	10:17am	7:24am	8:55am
MILE 12	7:43am	9:31am	8:00am	10:17am	N/A	N/A
MILE 13	7:47am	9:44am	8:05am	10:35am	N/A	N/A
FINISH	7:50am	9:46am	8:06am	10:35am	7:32am	9:40am



2024 Run Madtown Permit Application Supporting Information

CLEAN UP \ RECYCLING PLAN

There will be 1 water station on course for the Twilight 5K and 8 water stations on the half marathon \ 10K course. Everything will be dropped off to the water station location a few hours prior to the start of the race, including garbage bags and garbage cans. Volunteers will set out the garbage cans past their water station and be asked to clean up their water station, plus a half mile past on the course. All trash bags will be collected on race day as the clean up crew come by to pick up all course equipment. Carboard boxes and plastic water jugs will be recycled. Water Station volunteers will be instructed to breakdown all cardboard boxes (cups, water jugs, Gatorade jugs) and squish all water jugs for recycling.

There will be a trash truck that follows with the course equipment trucks to pick up all trash on Sunday May 26th, cleaning up the course quickly. The goal is to leave the streets cleaner then when we started.

At the post-race party there will be two dumpsters from LRS one specifically for trash and one specifically for recycling. All trash from on course and the post-race party will be dumped. All recycling will be put into the recycling dumpster.

In addition, on Sunday there will be a volunteer “Green Team” to help people recycle empty water bottles and other items that can be recycled and keep as much out of the landfill as possible.

TRAFFIC PLAN

The course will be divided into 4 quadrants, closing down and re-opening as quickly as possible to have the least impact on the city of Madison. A traffic lane to allow employees to enter \ exit St. Mary’s Hospital, visitors to enter \ exit the Zoo and hotel guests and cabs to enter \ exit.

No water stations will be place in an area where a traffic lane is placed to allow for quick clean up and reopening in that area.

A detailed traffic plan will be created by Lakeshore Athletics for both the Twilight 5K and the 10K \ Half Marathon courses.

PORTO-POTTIES

Run Madtown will place 2 – 4 porta-potties at each of the 8 water stations on the half marathon \ 10K course. They will be dropped off on Saturday May 25, 2024 in the morning and picked up Sunday May 26, 2024 early afternoon. All portos will be paced off the roadway on sidewalks or grassy areas.

FIRST AID \ MEDICAL SERVICES

Run Madtown will hire City of Madison ambulances, medical golf cart and medics on bicycles to support the course. Ambulances will also be staged at the start \ finish area for transport. There will be a staffed medical tent at the finish line.

MEDICAL

Run Madtown has a Medical Director and will use nursing students, PT students and medical students to man the medical tent at the start \ finish \ post-race party area. The volunteers receive instructions on how to handle a medical emergency.

See enclosed emergency one sheet provided to all volunteers



HALF MARATHON | 10K | 5K

MADISON, WISCONSIN

Run Madtown
May 25 – 26, 2024
Emergency Action Plan

I. GENERAL

- a. Run Madtown will be held May 25 – 26, 2024 at Library Mall, located between State Street, Langdon Street, Lake Street and Park Street.

II. PURPOSE

- a. This emergency action plan predetermines actions to take before, during and immediately following Run Madtown (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

- a. 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
 - i. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as the Race Director, Beth Salinger. The backup representative will be John Hamrick.

a. Emergency Communication

- i. In the event of an emergency race participants and volunteers will be notified by:
 1. Text Message
 2. Social Media
 3. Email
 4. Website updates
 5. Finish line announcer making live announcements
 6. Post Race Party DJ making live announcements
- ii. In the event of an emergency spectators will be notified by:
 1. Social Media updates
 2. Website updates
 3. Finish line announcer making live announcements
 4. Post Race Party DJ making live announcements
- iii. All key staff will have two-way radios in addition to cell phones. There will be multiple channels for communication including:
 1. On Course Operations
 2. Start \ Finish \ Post Race Party
 3. Medical
- iv. In the event of a medical emergency happening on course, all volunteers, course marshals, course operations crew, on course vendors, Madison Police Department personnel and University of Wisconsin Police Department personnel will be given a 1 sheet with a phone number and specific instructions of who to notify and what information is needed.
- v. In the event of any other type of on course emergency all volunteers, course marshals, course operations crew, and on course vendors will call 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
- vi. Run Madtown will have a Medical Director and work with MFD for on-site and on course EMS

- vii. Run Madtown will have on-site Police and Security. We will be working with UWPD, MPD and private security.

VI. EMS Command Post

The EMS Command Post (CP) will be located per direction from Madison Fire Department. The CP will contain John Hamrick on behalf of Run Madtown, City of Madison Police, UW Police, 911 Dispatch and City of Madison Fire. Communication will be handled within each department with communications flowing freely between groups as necessary. The event will communicate with cell phones and radios.

Emergency Management Committee (EMC) will include the designated representative from Endurance Marketing \ Run Madtown Race Director (Beth Salinger), Course Director (Brandon Presern) and Operations Company (Lakeshore Athletic Service). 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. This meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting. The only person allowed to speak about Run Madtown from the event will be Beth Salinger.

VII. Race Command – Key Personnel

- a. John Hamrick – Run Madtown in Command Center 262.909.8925
- b. Beth Salinger – Race Director 312.925.6067
- c. Brandon Presern – Course Director 312.259.2496
- d. Brian Ditty – Start \ Finish Line Director 614.893.7439
- e. Molly Chernick – Post Race Party Director 630.207.1413
- f. Jen Reese – Volunteer Director 262.758.8770
- g. Creigh Kelly – Race Announcer 303.667.2131
- h. Lenny Gilbert – Medical Director 630.319.8700
- i. Amy Epstein – Social Media 336.404.8994

VIII. Hospital Transports

The primary hospital for transports is UW Hospital located at 600 Highland Ave. Other hospitals include Meriter, located at 202 S. Park St. and SSM Health, located at 700 S. Park St. These hospitals will be used by choice of patient and/or EMS Transport for more

severe injuries. Madison Fire and EMS is the primary transport for the event.

IX. Medical Tent

The race medical tent will be located on the SE corner of Library Mall. The medical tent is designed to triage and to treat minor injuries. The tent is located near the finish but allows for access for medical transports to local hospitals. Lenny Gilbert is the Medical contact for the event.

X. What Event Day Emergencies Can Occur?

Issues that can be faced on the day of an event are:

- a. Severe or Extreme Weather Conditions – extreme low/high temperatures, lightning, tornados, strong wind, hail, extreme rain
- b. Emergency course changes (in case of on-course fires, vehicular accidents, overnight storms or flooding), road collapse, unidentified object on the course
- c. Accident along the course involving runner(s) or vehicles
- d. Runner death
- e. 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(s) (or rely on them to enact their own public safety response plan).

See Addendum A for various announcements.

XI. Emergency During Event:

a. Weather Related:

- i. If dangerous weather conditions occur during the race or temperatures become too dangerous, the Race Director, in consultation with the EMC, Medical Director, and CP will make the decision on whether to continue the event. Runners will be notified on course by event personnel via text message, police, volunteers and social media. (The procedures will be provided on the event website, in race weekend magazine, and announced to runners on race day).

- ii. The Emergency Management Committee (EMC) makes the final call regarding weather matters. Weather information will be relayed to the Media by the Race Director; and will be the only spokesperson for any media questions.
- iii. The Race Officials in and out of 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.

b. Inclement Weather

- i. 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.
- ii. The Race Director will decide on the start of the event 20 minutes prior to published start time. If conditions prohibit the start of the race on time appropriate delays will occur until safe to do so. If conditions do not allow the race to start on time, the race will be shortened and or cancelled.
- iii. If inclement weather occurs after the race 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.

XII. Communication plan for broadcasting weather issues John Hamrick will be in the race command center. John Hamrick will be monitoring weather radar and reports via internet weather websites. MFD and MPD will also be in direct communication with 911 dispatch regarding anything they are hearing regarding dangerous weather.

- a. Should inclement weather be forecasted/threatening the race, Race Command will be in contact with Beth Salinger, Race Director to inform of 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. If race needs to be stopped or shortened or changed, Beth Salinger, Race Director will make that decision. Communications to Dane County Sheriff, Madison Police, and other parties will be made through Dane County Communications. Decisions regarding the race will be communicated to race staff, volunteer and participants, via the text message. All communications will use cell phones as back-ups and hard lines as a back up to that where possible.

XIII. Lost Child Plan:

- a. Any child that is separated from their parents, near the race site, will be brought to the finish line announcer stand. The announcer will request that the parents (by name) will come to the Finish Line Announcer's Stand. It will also be announced to all staff through the radio. At least 2 staff members MUST stay with child until reunited with parents. If parents' approach regarding their child missing, an all call will go out 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 child and bring them to the announcer tower. Likewise, as Police are approached regarding missing child, it should be communicated to race command so it can be broadcast to Event Staff.

XIV. Medical Emergencies on Course or at Finish Line:

- a. **If there is serious injury along the course, CALL 911! Stay with the patient, take note of their bib number, the location and description of injury.** Time is of the essence and radio or phone relays back to the Medical Director only delay treatment.
- b. Volunteers at water stops along the event route will treat minor injuries (treatment will include administering Band-Aids, providing Vaseline, etc.). This will provide more immediate

treatment and will allow for providing a higher level of care for more serious injuries at the finish line Medical Tent.

- c. **Injuries:** If someone is seriously injured during the race, the Race Director 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.
- d. **Medical personnel:** If someone is injured and needs to be transported to the medical tent 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 their family. Pass that information along to the event Medical 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.

XV. 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 and CP.

XVI. Media Management

- a. First, identify the problem. **DO NOT speculate** on what the issue may be, before the facts are known.
- b. Second, **DO NOT** make any statement to athletes, media, volunteers or others. The Emergency Management Committee (EMC) and the Command Post (CP) 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. 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.

- c. Third, be honest. The object is to relay accurate information while keeping the message simple, proactive and as positive as possible.
- d. Fourth, Beth Salinger, Race Director is **the official spokesperson** of the event. All follow-up media requests will be directed and coordinated through Amy Epstein. This is done to maintain consistency in the message communicated from the event.
- e. Fifth, any request for information, regardless of source, will be handled through the Amy Epstein, whom then will schedule a response from the spokesperson. If it is a major event crisis, a news conference will then be scheduled.
- f. 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.
- g. 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 all the information is in, and BEFORE you have had a staff meeting, say that "an official statement will be forthcoming", then:
- h. 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?
- i. Compose and official statement. This is what will be given to the media, with NO deviation from the talking points. **DO NOT interject opinions.**
- j. 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.

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

XVII. 2024 Event Schedule

Thursday, May 23

NO PARKING signs are placed by City of Madison Parking and confirmed by Madison Parking Enforcement

Friday, May 24

Back up for no parking signage and course marking
Packet pick-up 12pm – 7pm Morgan Shoes

Saturday, May 25

8:00am – 700 block of State Street is closed for set up
12:00pm – 7:00pm packet pick up Library Mall
10:00am – start and finish line set up begins on State Street Portable restrooms delivered to Library Mall and to course locations
6:00pm – 5K Course Set-Up Begins
6:00pm – “Post-Race Party” opens
6:00pm – Amplification begins at the 5K start line.
7:00pm – 5k begins
8:30pm – 5K ends
9:00pm – 5K post-race party concludes, beer vending ends

Sunday, May 26

3:30 am – Half Marathon Course set-up begins
6:00 am – Race announcements begin
6:55am – MyTeam Triumph Start.
7:00am – Half Marathon \ 10K Start.
7:00am - Post Race Party begins
7:00 am to 11:30 am – Ongoing race management
9:00 am – Volunteers/vendors begin course pick-up
11:00 am – Last runner crosses finish line,
12:00pm - amplification ends \ post-race party ends
2:30 pm – tear down complete and off Library Mall

XVIII. Safety and Security Plan

Officers from the Madison Police Department, Madison Fire Department, UW Police Department will be stationed throughout the courses to oversee race progress as well as in contact with Event Command Center. Private security will oversee security at the start/finish lines and post-race party. Additional staff will include Run Madtown senior staff and the communications coordinator.

XIX. Security

1 police motorcycle escort will lead the half marathon athletes and 1 will lead the 10K athletes

Madison police officers will be posted throughout the course.

UW police officers will be posted throughout the campus and Arboretum sections of the course.

Run Madtown course marshals and volunteers will also be posted throughout the course (the course has been divided into 4 quadrants and we are recruiting 50 course marshals for Sunday)

Bike Marshals will lead first male \ female and tail of courses

Private security personnel will be present at the start and finish lines and beer garden to maintain crowd control.

XX. Safety

Madison Fire Department ambulance and mini ambulance will be present to aid participants on the course.

Madison Fire Department paramedics will staff a SAG vehicle to reach injured runners.

Madison Fire Department paramedics will be present at the finish line to aid participants.

Run Madtown bike escorts will be available on the course to aid participants.

Run Madtown has a crisis communications plan to handle shelter for severe weather and runner emergencies

XXI. Recycling Plan

Madison Marathon will utilize receptacles for recycling during the event, May 25-26, 2024. In addition, Run Madtown has a dedicated recycling dumpster in addition to a trash dumpster. All cardboard boxes and plastic water bottles from on course will be broken down and deposited into the recycling dumpster. All trash will be

emptied into the traditional dumpster. Trash receptacles will be placed along the start / finish area, and all-around Library Mall. Run Madtown volunteers will be responsible to change out the bags as they fill and carry full bags to the proper dumpsters throughout the event. These dumpsters will be clearly labeled as recycling dumpsters and will be provided by LRS. Run Madtown uses recyclable containers when at all possible.

XXII. Notification Schedule

- a. An email will go out to all Adlers, business districts and homeowner associations 30 days prior to the event. A second notification will go out the week of the event. The notification will include a course map, a course timeline a name, email address and cell number to call prior to race day with concerns and a name, and cell number to call on race day with concerns.
- b. A printed notification will be delivered to all businesses on State Street, to all religious organizations, hotels, medical centers, museums and other key locations on or near our course. The notification will include a course map and course timeline along with an event contact, email address and cell number.
- c. Downtown businesses will be notified with the help of Madison Central Business Improvement. Run Madtown will continue to work with BID to maintain communication with downtown merchants/restaurants.
- d. Neighborhood associations through which the course travels will be notified via written correspondence 30 days in advance and then again race weekend. Arboretum residents will be notified via email correspondence 30 days in advance and then again race week.
- e. Finally, Run Madtown will notify Waze, Google Maps, Uber, Lyft and other online mapping apps of the courses and timelines so they can re-route drivers.

ADDENDUM A - MESSAGING

NOTE – No one is allowed to speak with the media, if you receive a media request, please pass to Beth Salinger, Race Director.

Starting Line Announcements:

For weather: “Attention athletes, our weather forecasters from the National Weather Service have informed us that (**weather condition**) is in our area. Because the safety and wellbeing of our runners, spectators, volunteers and safety workers along the course are foremost in our minds, we are delaying the start of the race for **X** minutes. Please seek shelter immediately.” (**update conditions at the end of the delay period and announce an additional delay, cancellation, or scheduled start**)

For emergency course changes: “Attention athletes The Madison Police Department and UW Police Department have informed us that because of (flooding, water main break, tree down, fire, wires down, etc.) there will be a slight course change at mile ____ of the (**event distance**). If you are running to that mile, 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 the Run Madtown will be delayed _____ minutes. We plan to start the race at XX: XX A.M. (**as soon as the situation is corrected**). We will keep you updated on the start time, but please, stay near the starting line.”

TEXT MESSAGING

In case of inclement weather – before the event starts

Due to XX Run Madtown XX Race will be delayed by 20 minutes. We ask that you take shelter and remain inside. We will update you again at XX time.

In case of inclement weather – during event

Due to XX Run Madtown will be delayed by 20 minutes. We ask that you take shelter and remain inside. We hope to resume the event shortly and will update you again at XX time.

In case of event cancellation – before event starts

Due to XX Run Madtown has been cancelled. We understand that you have worked hard to get to the start line and are disappointed, we are disappointed too. You are still able to pick up your race packet at X day and time. Further information will be emailed out on Tuesday. Please check our website and social media pages for the most up to date information.

In case of event cancellation – during event

Due to XX Run Madtown has been cancelled. For the safety of all concerned we ask that you please return to the finish line and your vehicles as soon as possible and depart the area. We will send out additional information as it becomes available. Please check our website and social media pages for the most up to date information.

In case of issue with the course – before event starts

Due to XX, we have had to alter the XX Run Madtown course. Due to this the course will no longer be certified and will be short \ long. We have done our best to make adjustments to keep the course as close to the original distance as possible. We appreciate your understanding!

In case of issue with the course – during event

Due to XX, we have had to alter the XX Run Madtown course. Due to this the course will no longer be certified and will be short \ long. We have done our best to make adjustments to keep the course as close to the original distance as possible. We appreciate your understanding!

Lost Child – TWO staff members \ volunteers remain with child at all times. Bring to announcer stand. Announcer states that a parent has been misplaced and announce the parent's name. Do not announce child's name or that there is a lost child. If child knows parent's cell number, have a staff member try calling parent. Stay with child until parent \ guardian and child are reunited. If it needs to be escalated bring in MPD.

NOTE for all Medical situations the Run Madtown Medical Director and MFD are the lead, no one else will speak with anyone regarding anything medical

Medical Emergency – Participant

Medical Director to call emergency contact on behalf of participant, no one else to communicate

Medical Director to update Race Director privately

Medical Emergency – Spectator \ Volunteer at start \ finish \ post-race party

If Spectator can communicate, volunteer to find family or participant, Medical Director ONLY to communicate with them

If Spectator can not communicate, see if you can find an ID or another way to identify

If none of these things work, ask MPD and MFD for assistance

For Volunteer Medical Director to call emergency contact on behalf of volunteer, no one else to communicate

Medical Emergency Spectator \ Volunteer on course

Depending on situation Race Director to go to hospital

On course volunteers call in medical support (MFD) who work with Run Madtown Medical Director to determine next steps

ADDENDUM B – RADIO \ PHONE ETIQUETTE

There will be three Radio Channels

- 1 – Start \ Finish \ Post Race Party
- 2 – Course
- 3 – Medical

For anything personal or private please use a cell phone

When using the radio:

Make sure you are on the correct Channel:

State Your Name for Name \ Role of the Person you are looking for
Go for Person Responding
Say \ ask what you need
Respond
Over

For example:

Beth - Beth to Water Station Set Up Team
Brandon - Go For Water Station Set Up Team
Beth - Water Station #3 says that they haven't received tables yet
Brandon – LAS is heading over there now; they will drop off in next 10 minutes
Beth – Thank you – OVER

These conversations should be short and direct

Please remember:

- 1 – You never know who is standing near you or the person you are speaking to
- 2 – Speak in a calm voice
- 3 – All medical information is confidential
- 4 – Our participants paid to be here and we want to give them an extraordinary experience

ADDENDUM C – WHAT TO DO IF SOMEONE DIES AT RUN MADTOWN

- Remove participant results (Eric Yates at LAS) and photos (JAY Marathon Photos) from online immediately
- Call your insurance company - BETH
- Get a hold of the family \ emergency contact – CALL THEM – offer to help \ support in any way you can - BETH
- Follow up with them frequently, unless they ask you not to - BETH
- Have everyone involved document everything they remember, in as much detail as they can provide – RMT Team and volunteers
- Make sure the staff is not posting anything on their personal pages on race day – nothing about the incident and nothing showing them having fun (it looks bad if someone is having a good time during the event while someone is receiving lifesaving medical care)
- Where did the participant \ spectator \ volunteer die? If at the hospital, Hospital takes the lead on all media communication. If at your event, Race Director (Beth Salinger) and Medical Director (Lenny Gilbert) are only people to communicate.
- Do not provide anything specific, speak in general
 - We did everything we could
 - Our medical \ emergency plan worked
- We have a complete & competent medical team
- Have someone attend the wake \ funeral if it is local (should be race director or face of the event)
- If they are not local, assist the family in getting the body home, including financially helping out
- We examined everything \ we will review everything
- Ask for an autopsy – there may be an underlying cause that can only be found out from an autopsy
- Before anyone speaks to the media, speak with the family and include them in all media communication
- What is your medical plan – did your event provide what was promised?
- Be prepared for an obituary to list your event as the location where the participant \ spectator \ volunteer passed
- Once some time has passed
 - Make a donation to a charity \ cause important to the deceased
 - Give the family a finisher's medal from the event
 - Give the family any event photos