

## 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  
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Mundelein, IL 60060  
Email Beth@runmadtown.Com  
Phone: (312) 925-6067

### Event Information

Name of Event: Run Madtown

Event Type: Multi-Day

Estimated Attendance: 2500

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

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Capitol Square: ☐

State Street Mall (700/900): ☒

30 on the Square: ☐

Other: ☐

Street Names and Block Numbers:

Start and Finish will be at Library Mall at the University of Wisconsin, route will run through the City of Madison. Mapmyrun.com course maps included

## 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
05/28/2023	05:00 AM	05/28/2023	7:00 AM	05/28/2023	12:00 PM	05/28/2023	3:00 PM	
05/27/2023	10:00 AM	05/27/2023	7:00 PM	05/27/2023	9:00 PM	05/27/2023	10:00 PM	

## Temporary (Picnic/Beer) Licenses

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Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$):

Will beer/wine be served (Free of charge)?:

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: \*



I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event:



If the Temporary (Picnic/Beer) License is denied will the event occur?:

Yes

## Street Use Event Vending License

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If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required:



Will food and/or merchandise be sold?(\$):

Estimate number of vendors:

## Public Amplification Permit

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If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

☐

Start Date	Start Time	End Date	End Time	Rain Date
05/27/2023	6:00 PM	05/27/2023	9:00 PM	
05/28/2023	6:00 AM	05/28/2023	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.

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

No

Trash Barrels:

0

Recycling Barrels:

0

Dumpsters:

0

Electrical Adaptors:

0

## Marketing

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Conditional approval of the event is required before promoting, marketing or advertising the event.

Do you want this included in the Madison Parks calendar of events?:

Yes

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

**Notes:** Kick off your summer by Running Madtown! This annual half marathon, 10K and 5K event is open to walkers and runners. The courses showcase what makes Madison special including, the University of Wisconsin Campus, the lakefront, the Capitol, Camp Randall and more! All participants receive a short sleeve tech shirt, one of a kind finisher's medals and a great post race party!

## Acknowledgement

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If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement:



## Indemnification

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THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

I have read the Acknowledgement:



## Signature

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

YES

Signature:

Beth Salinger

Date:

02/08/2023



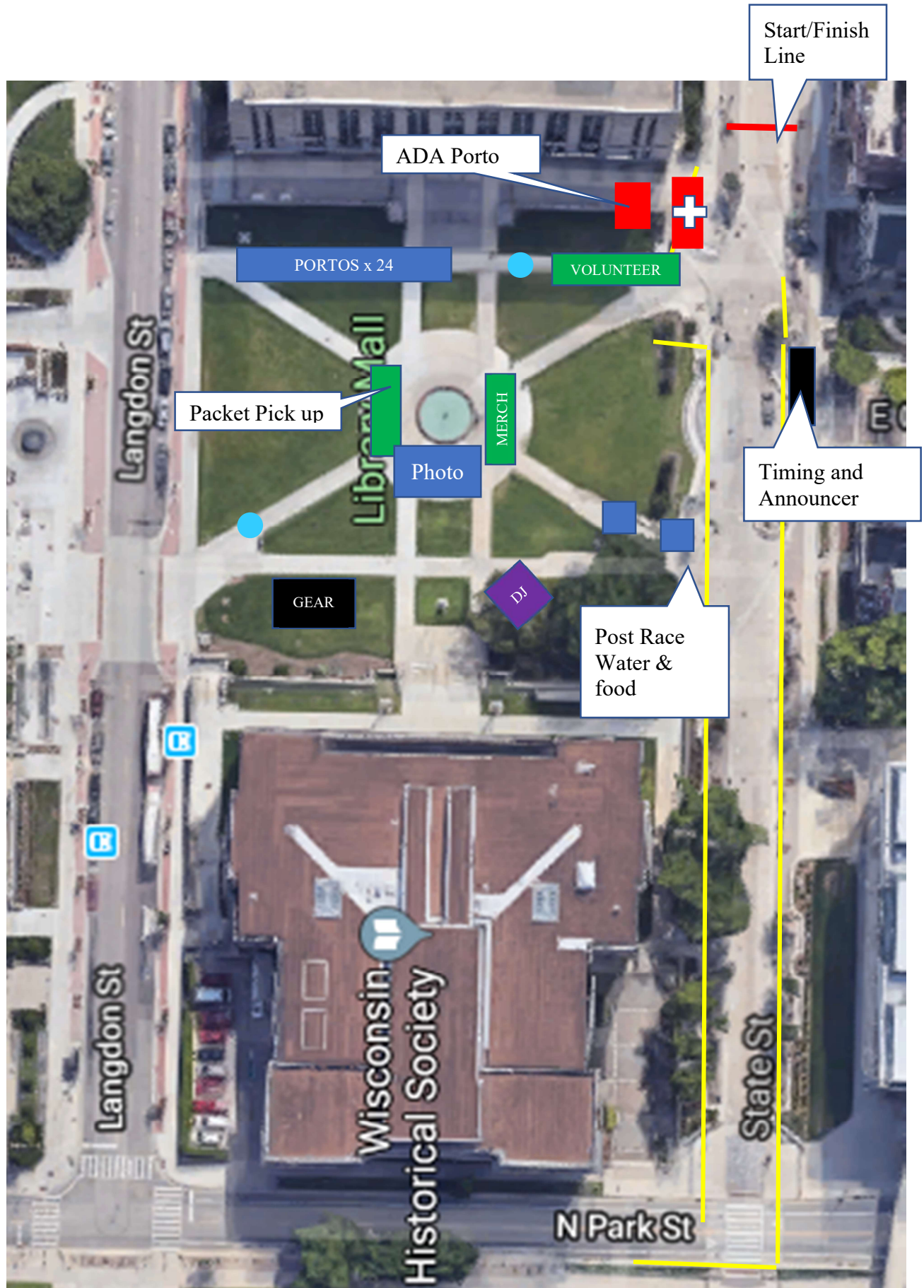
RUN MADTOWN  
May 27 – 28, 2023  
[www.runmadtown.com](http://www.runmadtown.com)

**Race Address:**

Library Mall  
State Street Mall  
Madison, WI 53703

Saturday May 27 – 7pm  
Twilight 5K  
600 participants

Sunday May 28 – 7am  
Half Marathon & 10K  
1900 participants

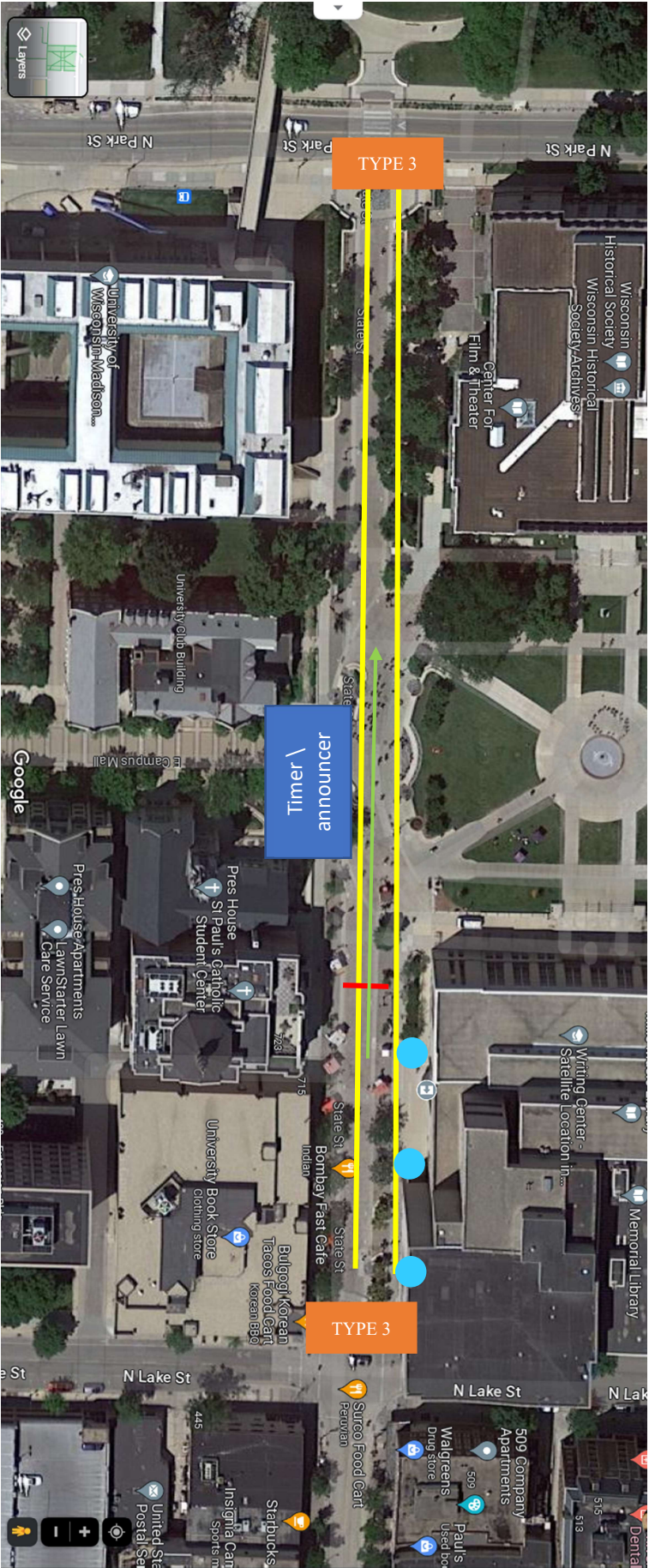


## Equipment on Library Mall

POST-RACE PARTY	TENT	POWER	SIDEWALLS	TABLES	CHAIRS	OTHER
Medical Tent	10 x 20	Yes	3 sides	2	20	med cots
Registration \ awards Tent	10 x 20	Maybe	No	4	2	
Merchandise tent	10 x 20	Maybe	No	8	3	
Volunteer \ Info Tent	10 x 20	No	No	4	4	
Gear check	N\A	No	No	2	2	barricades
DJ	brings own tent	Yes	no	2	2	
Truss for photo backdrop	No tent	No	No	0	0	10 x 10 truss
Porto Potty location		No	N\A	N\A	N\A	24
Handwashing Units	2					2 x Lt blue dots
Staging Area for Ambulance	N\A	No	N\A	N\A	N\A	Stage on Lake
Post Race Food \ Water	N\A	N\A	N\A	TBD	0	Forklift
Post Race Medals	N\A	N\A	N\A	0	0	Medal Rack
ADA Porto	1	N\A	N\A	N\A	N\A	Near Medical
Small Trailer - Wheelchairs						Meters on Langdon
Trailer - EMI						Meters on Langdon
Sponsors \ Vendors	10 x 10	Maybe	N\A	1	2	Various
Dumpster						Meters on Langdon

Note Standard Portos are 45" x 45"  
 ADA Porto is 77" x 77"







Yellow Lines are white fencing to line State Street

South side of State street will be open for emergency vehicles

Type 3 at Park and Lake Streets

Participants will be staged on State Street and Lake Street (between State And Langdon)

Start \ finish Line will be east of Library Mall, exact spot TBD

Timer \ Announcer (map not to scale) will be a popup tent and not remain on state street overnight, It will be a 10 x 10 tent with a generator

Light blue dots are speaker stands sound will be facing east, need to keep them past the medical tent so medical can hear patients



Participants follow the green line when they finish  
 Depending on temperature race weekend we will have water on State Street (where the chalk art was located) to be handed out right as they finish or right as they turn into Library Mall  
 Cargo van is approximately 10 ft wide x 20ft long. It will be staged on Park and moved into place once the start line has cleared. All Beer will be served out of the van. At conclusion of event van will move.

There will be space on the south side of the street for an emergency vehicle to get through from Park if necessary

Yellow line is fencing around the beer garden



This is a Windmaster sign, we will have 2 sided signs in 2 different locations stating no alcohol to leave the area. These are also the signage we will use around Library Mall



## **TRAFFIC DELAY & ROAD CLOSURE EVENT NOTIFICATION – SATURDAY May 27, 2023**

Dear Residents, Business Owners and Neighbors,

The Run Madtown Twilight 5K will be held on Saturday May 27<sup>th</sup> from 6:30pm – 8:30pm. PLEASE READ the information below to see how the event will affect you that evening.

**ROAD CLOSURES:** In effect from 6:30pm – 8:30pm. At 6:30pm police and event personnel will implement a soft closure for the entire course (drivers should expect delays). All roads along the course will fully close at 7:00pm when the Twilight 5K begins. The streets will open on a rolling basis as soon as all athletes have passed and course equipment has been removed. See below for road closure schedule and course map.

Those who live or work on or near the course are urged to plan ahead and use alternate access routes. Event information will be uploaded into the Waze Navigation App. Download this FREE app for instructions on how to best get around the course on race day.

One traffic lane will remain open around the Capitol at all times  
Everything north of Webster will remain open  
Regent Street will remain open

**GET INVOLVED:** If you are not participating, we'd love to have your help as a volunteer! Volunteers receive a free shirt, volunteer hours and non for profits can receive donations to your 501C3 in exchange for volunteers. Sign up to volunteer at [www.runmadtown.com/volunteer](http://www.runmadtown.com/volunteer)

All participants, race crew and volunteers will do everything we can to respect the community. We are guests in your neighborhood, thank you for hosting us!

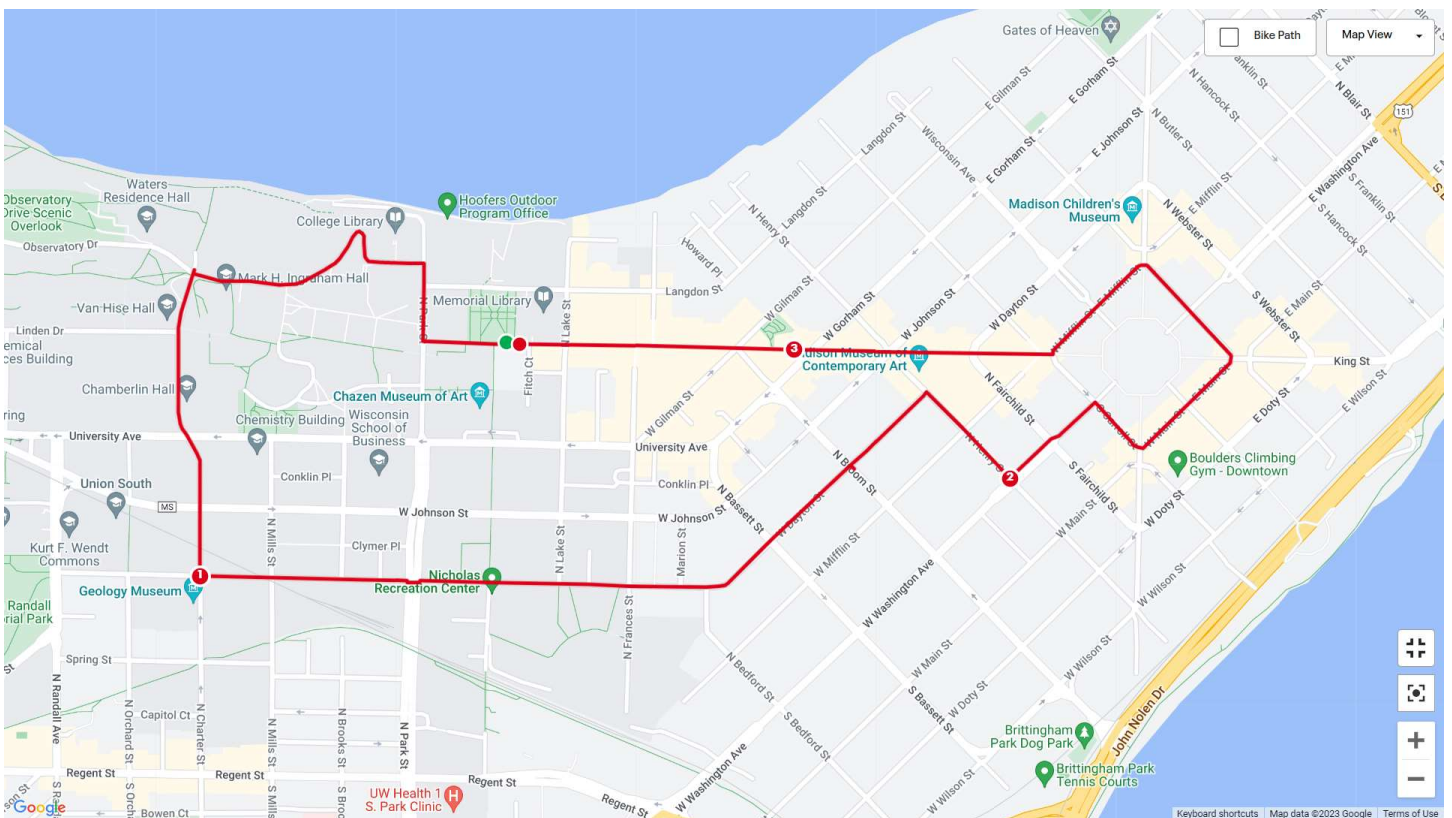
**MORE INFORMATION:** Go to [www.runmadtown.com](http://www.runmadtown.com) for course maps, road closures and alternate course routes. If you have any questions after viewing the website please email Race Director, Beth Salinger at [Beth@runmadtown.com](mailto:Beth@runmadtown.com) or call 312.925.6067.

## 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  
Head South on N Charter Street  
Head East on W Dayton Street  
Head South on N Henry Street  
Head East on W Washington Avenue  
Head South on N Carroll Street  
Head East on W Main Street  
Head North on S Pinckney Street  
Head Southwest on E Mifflin Street  
Head West on State Street  
**FINISH** – 700 Block of State Street

Please note: Course Marshals and Police Officers will be at intersections to assist athletes and traffic. For the safety of all involved we appreciate your patience while we work together.





## **TRAFFIC DELAY & ROAD CLOSURE EVENT NOTIFICATION – SUNDAY MAY 28, 2023**

Dear Residents, Business Owners and Neighbors,

The Run Madtown Half Marathon & 10K will be held on Sunday May 28<sup>th</sup> from 6:30am – 11:00am. PLEASE READ the information below to see how the event will affect you on race day.

**ROAD CLOSURES:** In effect from 6:30am – 11:00am. At 6:30am police and event personnel will implement a soft closure for the entire course (drivers should expect delays). All roads along the course will fully close at 7:00am when the Half Marathon & 10K begin. The streets will open on a rolling basis as soon as all athletes have passed and course equipment has been removed. See below for road closure schedule and a course map.

Those who live or work on or near the course are urged to plan ahead and use alternate access routes. Event information will be uploaded into the Waze Navigation App. Download this FREE app for instructions on how to best get around the course on race day.

Everything north of Webster Street will remain open.  
John Nolan Drive \ Park Street East of the course will remain open  
One lane around the Capitol will remain open for vehicles

**GET INVOLVED:** If you are not participating, we'd love to have your help as a volunteer! Volunteers receive a free shirt, volunteer hours and non for profits can receive donations to your 501C3 in exchange for volunteers, plus our eternal gratitude. Sign up to volunteer at [www.runmadtown.com/volunteer](http://www.runmadtown.com/volunteer)

All participants, race crew and volunteers will do everything we can to respect the community. We are guests in your neighborhood, thank you for hosting us!

**MORE INFORMATION:** Go to [www.runmadtown.com](http://www.runmadtown.com) for course maps, road closures and alternate course routes. If you have any questions after viewing the website please email Race Director, Beth Salinger at [Beth@runmadtown.com](mailto:Beth@runmadtown.com) or call 312.925.6067.



## STREET CLOSURES – AFFECTED TRAVEL PATTERNS

### Sunday May 28, 2023

Please note: Course Marshals and Police Officers will be at intersections to assist athletes and traffic. For the safety of all involved we appreciate your patience while we work together.

# RUN MADTOWN

## HALF MARATHON





# **RUN MADTOWN HALF MARATHON & 10K**

<b>ROAD</b>	<b>SIDE OF ROAD</b>	<b>FROM</b>	<b>TO</b>	<b>CLOSES AT</b>	<b>RE-OPENS</b>
<b>START – 700 Block of State Street</b>	ALL	Lake Street	Park Street	6:30am	1:00pm
Head west on State Street	ALL	Lake Street	Park Street	6:30am	1:00pm
Head North on Park Street, follow as street curves west	ALL	State Street	Lakeshore Path	6:30am	7:45am
Head west on HTLP Path	ALL	Park Street	Walnut Street	6:30am	7:45am
Head South on Walnut Street	Northbound	Marsh Lane	University	6:30am	8:15am
Head East on University Avenue	Westbound	Walnut	Breese Terrace	6:30am	8:15am
Head South on N Breese Terrace	Northbound	University	Path north of Camp Randall	6:30am	8:15am
Head East on the sidewalk that is on the North side of Camp Randall	ALL	Breese Terrace	Randall Ave	6:30am	8:15am
Head South on N Randall Ave	Southbound	Dayton Street	Monroe Street	6:30am	8:15am
Verre SouthWest on Monroe Street	Southbound	Randall Ave	Regent	6:30am	10:15am
Verre SouthWest on Monroe Street	Northbound	Regent St	Odana Rd	6:30am	9:00am
<b>10K PARTICIPANTS ONLY Head onto SouthWest Commuter Path</b>	N/A				
<b>HALF MARATHON PARTICIPANTS continue on Monroe Street Heading Southwest</b>	N/A				
Verre SouthWest onto Nakoma Road	ALL	Monroe Street	Manitou Way	6:30am	9:00am
Head South onto Manitou Way	Southbound	Nakoma Rd	Seminole Hwy	6:30am	9:00am
Head South onto Seminole Highway	Northbound	Manitou Way	McCaffrey Dr	6:30am	9:00am
Head East on McCaffrey Drive – Enter University of Wisconsin Arboretum	ALL	Seminole Hwy	Arboretum Dr	6:30am	10:00am
Head North on Arboretum Drive - follow as it curves around	Eastbound	McCaffrey Drive	N Wingra Dr	6:30am	10:00am
Head North on S Mills Street \ N Wingra Drive	Northbound	Arboretum Dr	Vilas Park Drive	6:30am	10:00am
Verre NorthWest onto N Wingra Drive	Northbound	Arboretum Dr	Vilas Park Drive	6:30am	10:00am
Follow road as it curves and turns into Vilas Park Drive	Northbound	N Wingra Dr	Edgewood Ave	6:30am	10:00am
Head North onto Edgewood Avenue	Northbound	Vilas Park Dr	Madison Street	6:30am	10:00am
Head East on Madison Street	ALL	Edgewood Ave	Oakland Avenue	6:30am	10:15am
Head North on Oakland Avenue	ALL	Madison Street	Monroe Street	6:30am	10:15am
Head NorthEast on Monroe Street	Southbound	Oakland Ave	SW Commuter Path	6:30am	10:15am
Verre East onto Southwest Commuter Path	ALL	Monroe Street	W Washington Ave	6:30am	10:15am
<b>10K &amp; Half Marathon Participants on the same course</b>	N/A				
Head East on W Washington Ave	Westbound	SW Commuter Path	S Carroll Street	6:30am	10:30am
Head South on S Carroll Street	Inside Lane	W Washington Ave	Main Street	6:30am	11:00am
Head East on W Main Street	Inside Lane	Carroll Street	Pinckney Street	6:30am	11:00am
Head North on S Pinckney Street	Inside Lane	Main Street	Mifflin Street	6:30am	11:00am
Head West onto W Mifflin Street	Inside Lane	Pinckney Street	State Street	6:30am	11:00am
Verre West onto State Street	ALL	Mifflin Street	Park Street	6:30am	11:00am
<b>FINISH on 700 Block of State Street</b>	ALL	Lake Street	Park Street	6:30am	1:00pm



**Run Madtown  
May 27 – 28, 2023  
Emergency Action Plan  
And Protocol**

### **EMS Command Post**

The EMS Command Post (CP) will be located per direction from Madison Fire Department. The CP will contain representatives of the event, 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.

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.

### **Race Command – Key Personnel**

TBD – Race representative in Command Center  
Beth Salinger – Race Director 312.925.6067  
Brandon Presern – Course Director 312.259.2496  
Brian Ditty – Start \ Finish Line Director 614.893.7439  
Molly Chernick – Post Race Party Director 630.207.1413  
Rachel Hanson – Volunteer Manager 608.692.6223  
Creigh Kelly – Race Announcer 303.667.2131  
Lenny Gilbert – Medical Director 630.319.8700  
Amy Epstein – Social Media 336.404.8994

Communications to spectators will be made via loudspeaker announcements located the Start line and at the finish line.

Communication to on course volunteers will be made via private text messaging system

Communication to participants will be made via private text messaging system

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."

### **Emergency During Event:**

#### **Weather Related:**

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, and through the event flag system. (The procedures will be provided on the event website, in race weekend magazine, and announced to runners on race day).

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.

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.

#### **Inclement Weather**

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.

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

## **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.

## **Medical Tent**

The race medical tent will be located on 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.

## **What Event Day Emergencies Can Occur?**

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

- Severe or Extreme Weather Conditions – extreme low/high temperatures, lightning, tornados
- Emergency course changes (in case of on-course fires, vehicular accidents, overnight storms or flooding)
- Accident along the course involving runner(s)
- Runner death
- 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).

## **Starting Line Announcements:**

**For weather:** "Attention athletes, our weather forecasters from (**media partner**) 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 \_\_\_\_ Police Department has 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

not allow the race to start on time, the race will be shortened and or cancelled.

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.

**Communication plan for broadcasting weather issues** TBD will be in the race command center. TBD will be monitoring weather radar and reports via internet weather websites. Andy 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 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.

### **Lost Child Plan:**

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. Staff member 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.



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

**If there is serious injury along the course, CALL MEDICAL COMMAND IMMEDIATELY!** Time is of the essence and radio or phone relays back to the Medical Director only delay treatment. Only call 911 for serious injury, not sprains or scrapes.

Volunteer athletic trainers stationed at aid and water stops along the event route will treat minor injuries (treatment will include administering Band-Aids, wrapping sprains, 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.

**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.

**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 her/his 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.

**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.

## **Media Management**

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

Second, **DO NOT** make any statement to runners, media, 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.

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

Fourth, name **ONE** person who is the official spokesperson of the event (ex: Event/Race Director, Operations Director or Marketing Director). All follow-up media requests will be directed and coordinated through the Marketing Director. This is done to maintain consistency in the message communicated from the event.

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

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

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

1. Assess the situation. Is it a health emergency? Is it a traffic emergency? What is the appropriate response that will cover the facts while still putting the event in the best position possible?
2. Compose and official statement. This is what will be given to the media, with NO deviation from the talking points. **DO NOT interject opinions.**
3. If there are several requests for reaction, call a news conference. Contact media on site, plus contact local news outlets on the media contact list and inform them of a news conference to release an official statement. If it is appropriate to have other officials in addition to the event spokesperson, have those persons

available at the news conference (i.e., If it is a traffic issue, have a police spokesperson there). **Note: If the emergency is medical in nature, there is little that can be disclosed due to HIPA laws.**

4. Keep the situation information flowing! If there are updates, let the media know. Keeping information from the disseminating sources only leads to speculation and false information.

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

## **2023 Event Schedule**

### Thursday, May 25

- NO PARKING signs are placed by City of Madison Parking and confirmed by Madison Parking Enforcement
- Course is marked using directional arrows

### Friday, May 25

- Back up for no parking signage and course marking
- Packet pick up time and location TBD

### Saturday, May 26

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

### Sunday, May 26

- 2:30 am – Half Marathon Course set-up begins
- 6:00 am – Race announcements begin
- 6:55am – MyTeam Triumph Start.
- 7:00am – Half Marathon \ 10K Start. Merchandise, food and beverage sales begin
- 7:01 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, merchandise, food and beverage sales end
- 2:30 pm – tear Down Complete and off Library Mall

**Site Map** – Attached

## **Safety and Security Plan**

Officers from the Madison Police Department, Madison Fire Department, UW Police Department will be stationed on 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. Additional staff will include Run Madtown senior staff and the communications coordinator.

### Security

- 1 police motorcycle escort will lead the half marathon runners and 1 will lead the 10K runners
- 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.
- Bike Marshals will lead first male \ female and tail of courses
- Private security personnel will be present at the start and finish lines to maintain crowd control.

### Safety

- Madison Fire Department paramedics on bikes will be present to aid participants on the course.
- Madison Fire Department paramedics will staff a chase 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 runners.
- Run Madtown has a crisis communications plan to handle shelter for severe weather and runner emergencies

## **Recycling Plan**

Madison Marathon will utilize receptacles for recycling during the event, May 27 – 28, 2023. Receptacles will be placed along the start / finish area, and Library Mall. Run Madtown volunteers will be responsible to

change out the bags as they fill and carry full bags to recycling dumpsters set out near the finish line. These dumpsters will be clearly labeled as recycling dumpsters and will be provided by Pellitteri Waste Systems. Run Madtown uses recyclable containers when at all possible.

### **Notification Schedule**

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.

Area residents will be notified of race weekend street closures starting in May via newspaper and radio ads

Neighborhood associations through which the course travels will be notified via written correspondence as soon as possible.

Arboretum residents will be notified via email correspondence starting in May.