

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: **Her Madison Half Marathon & 5K**

Event Organizer/Sponsor: **Capitol View Events / DreamBank & American Family Insurance**

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

☐ Yes ☒ No

MANDATORY: State Sales Tax Exemption Number: ES#:

OPTIONAL: Federal Tax Exempt Number:

Address: **1661 Deming Way, Ste #154**

City/State/Zip: **Middleton, WI 53562**

Primary Contact: **Jen Anderson**

Work Phone: **608-609-5379**

Email: **cveoperations@gmail.com**

Phone During Event: **608-609-5379**

Website: **hermadisonhalf.com**

FAX:

Secondary Contact: **Justin Pernitz**

Work Phone: **608-852-5291**

Email: **jpernitz@endurancehouse.com**

Phone During Event: **608-852-5291**

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: **Girls on the Run of South Central Wisconsin, My Team Triumph**

Estimated Attendance: **2,500**

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☒ Yes ☐ No

Hours: **6:30am** to **12:30pm**

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: **Please review course turn by turn directions and maps for requested route use.**

EVENT DATE(S)/SCHEDULE

Date(s) of Event: **Sunday, June 26**

Event Start and End Times: **7am - 1pm**

Rain Date (if any): **n/a**

Set-Up Start Time: **5am**

Take-Down Start Time and End Times: **10am - 2pm**

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

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

Jennifer Anderson

Date

4/26/16

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:

March 14: Met with District 11 (start/finish, 5K course) Alder, Tim Gruber, to propose event in Hilldale neighborhood

Thursday May 26: Notification to all residents, via alders, along route course of event dates, times, and advance notice of temporary parking orders (see attached Resident Letter Notification).

Monday, June 20: place "Expect Delays" electronic city signs with event date & time, placed at key intersections of Regent St. & S. Segoe Rd, Sheboygan Ave & N. Segoe Rd.

Tuesday, June 21: place temporary no parking signs along course routes as determined by Madison Police & event staff.

Friday, June 24: Arrival of portable toilets on Hilldale property (alongside back of Sundance Cinema).

Saturday, June 25: place course markings & route arrows (tape) on course roads. Arrival of event equipment on-site to Hilldale property, stage on Hilldale sidewalks (not city streets). This will include traffic barricades, start/finish fencing, medical and timing tents, tables, & chairs.

Traffic barricades will be place at the North & South end of Price Place at Kelab Dr, at 9pm to limit overnight thru traffic & not allow parking in parking stalls on Price Place.

Sunday, June 26:

5:00AM - place all course signage including directional arrows, aid stations, cones, barricades

5:00AM - finish structure placed & finish chute set on Price Place

6:30AM - amplified sound begins at Hilldale via PA system

7:00AM - Half Marathon walk start (100)

8:00AM - Half Marathon run start (1200)

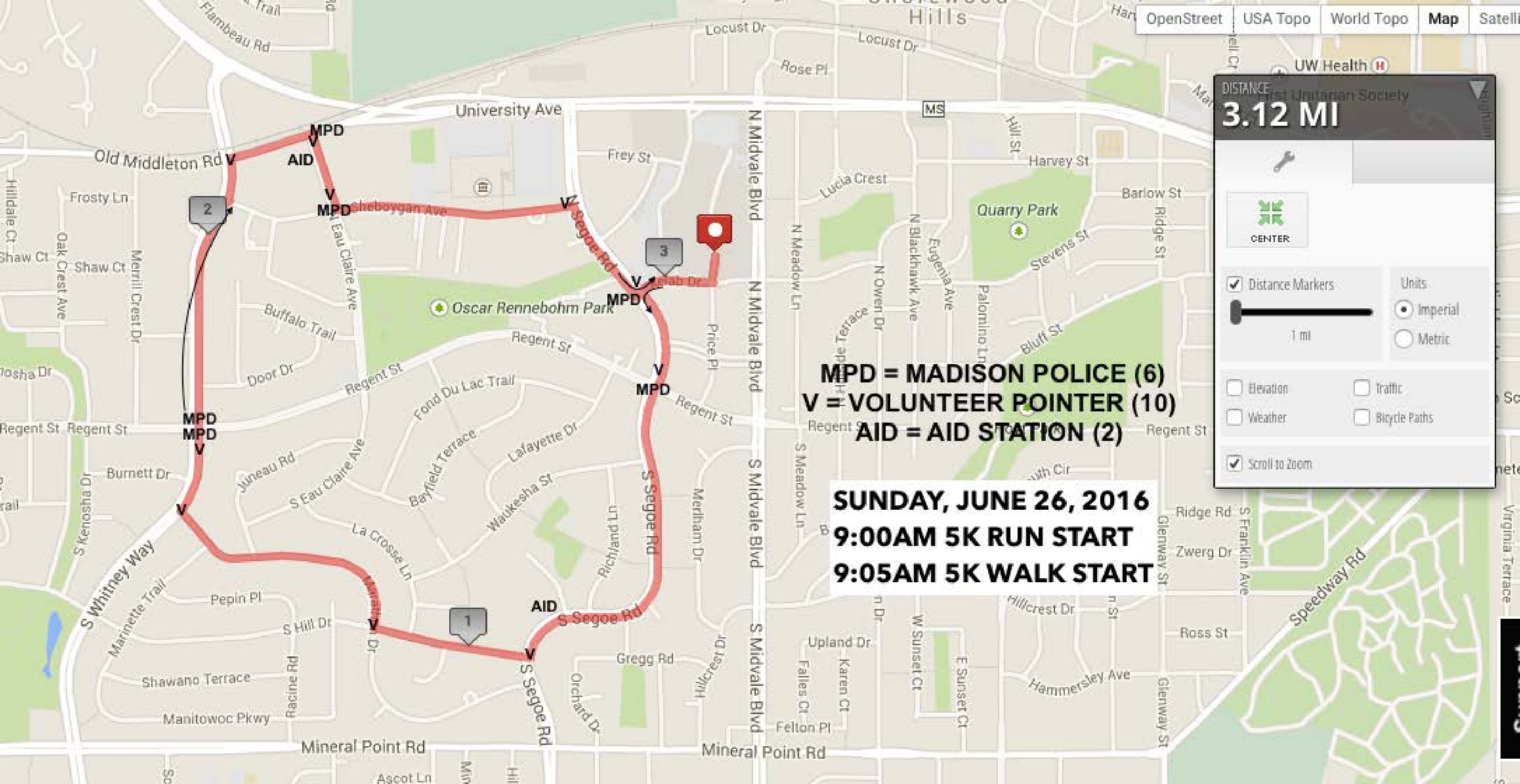
9:00AM - 5K run start (1200)

9:05AM - 5K walk start (200)

9:30AM - 12:30PM - post-race activities on Hilldale property: food, beverage

9:30AM - 12:30PM - course crew will be cleaning up all course equipment along route behind last runner

1:00PM - course officially closed, all traffic lanes up and back to normal operation



DISTANCE 3.12 MI

CENTER

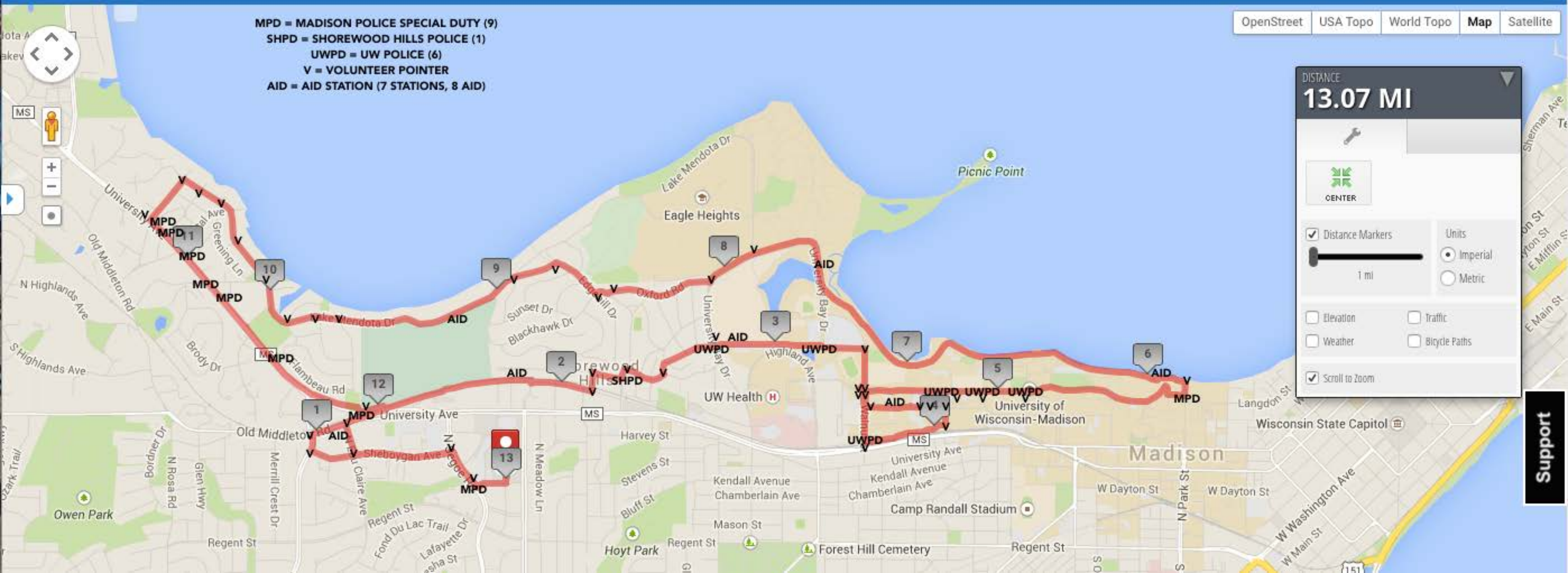
☒ Distance Markers ☐ Elevation ☐ Weather ☐ Traffic ☐ Bicycle Paths

Units: ☒ Imperial ☐ Metric

☒ Scroll to Zoom

MPD = MADISON POLICE (6)
V = VOLUNTEER POINTER (10)
AID = AID STATION (2)

SUNDAY, JUNE 26, 2016
9:00AM 5K RUN START
9:05AM 5K WALK START



OpenStreet USA Topo World Topo Map Satellite

DISTANCE
13.07 MI

CENTER

☒ Distance Markers
 1 mi

Units
☒ Imperial
☐ Metric

☐ Elevation
☐ Traffic
☐ Weather
☐ Bicycle Paths

☒ Scroll to Zoom

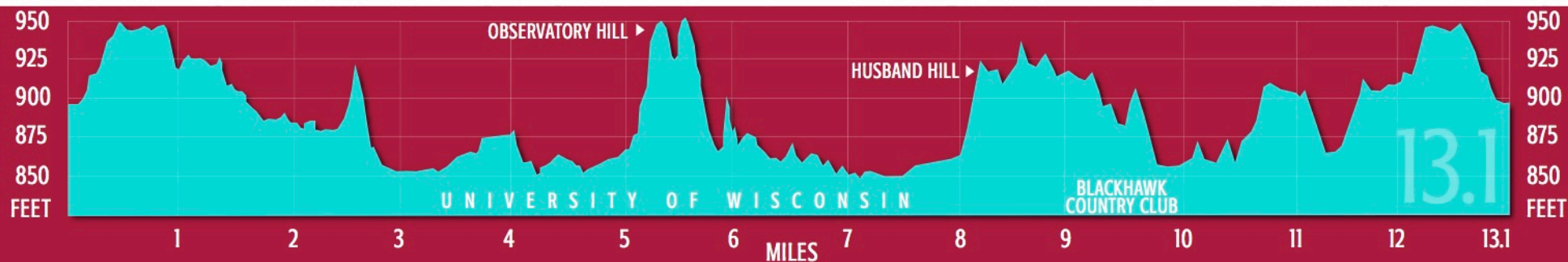
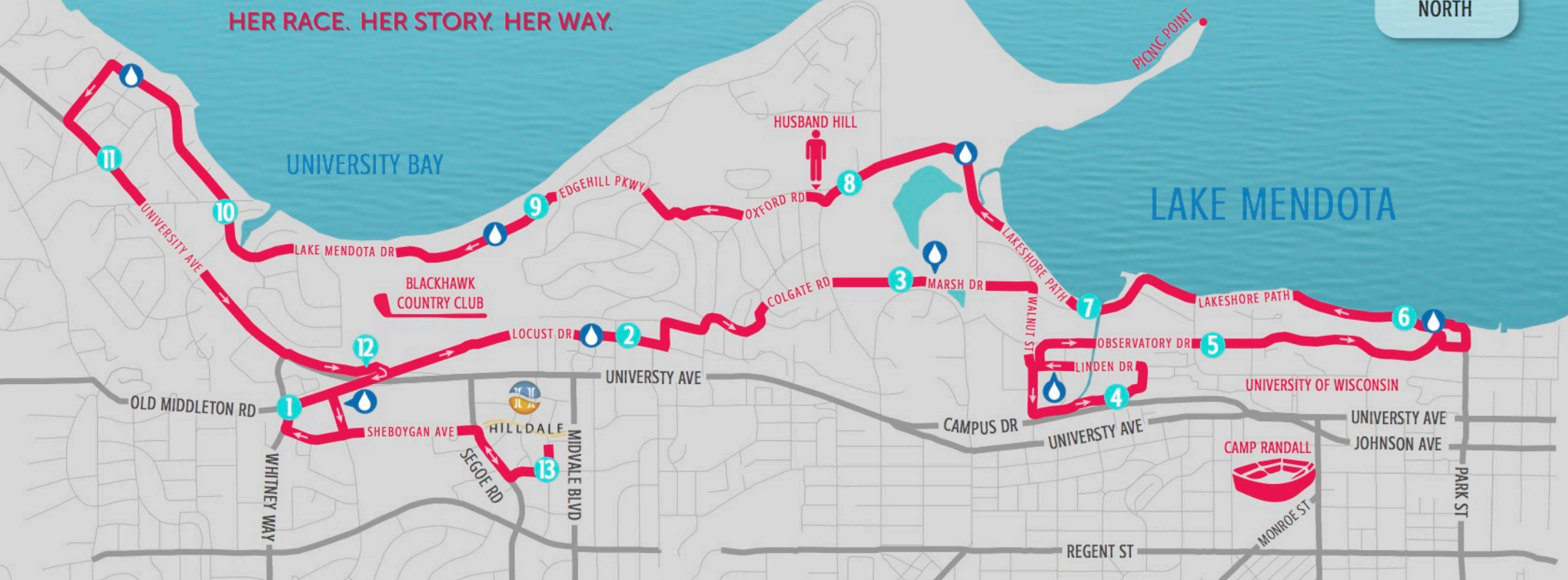
Support

HER MADISON HALF MARATHON

MADISON, WISCONSIN

HER DREAM RAMP AMERICAN FAMILY INSURANCE
Madison
HER RACE. HER STORY. HER WAY.

- 1 MILE MARKER
- RACE ROUTE
- AID STATION
- NORTH



HER MADISON PARKING MAP





MADISON, WISCONSIN



SHUTTLE SCHEDULE

LEAVING FROM MARRIOTT
TO HILLDALE EVERY 15
MINUTES, 6 AM - 8:45AM.
LAST SHUTTLE FROM
MARRIOTT TO RACE START
IS AT 8:35AM

LEAVING FROM HILLDALE
TO MARRIOTT EVERY 30
MINUTES, 10:30AM - 1:30PM

-  SPECTATOR PARKING
-  RACER PARKING RAMP
-  OUTGOING
-  INCOMING



HER MADISON
HER RACE. HER STORY. HER WAY.



POST RACE PARTY!!

elite Cartography

City of Madison No Parking request for Her Madison Half Marathon and 5k - 2016

- 1) West side of N Segoe Road between Sheboygan Ave and Hill Drive (approx. .9 miles)
- 2) North side of Hill drive, North side of Marathon Drive (approx. .66 miles)
- 3) East side of Whitney way between Marathon Drive and Old Middleton, south Old Middleton, West Eau Claire and South Sheboygan (approx. 1.37 miles)
- 4) South side of Lake Mendota Drive from the Shorewood property line to Baker Avenue (approx. 1.16 miles)
- 5) East side of Baker Avenue from University Avenue to Lake Mendota Drive (approx. .21 miles)

Total distance 4.3 miles

Her Madison Half Marathon & 5K turn by turn directions and police needs

CITY OF MADISON

VILLAGE OF SHOREWOOD HILLS

UNIVERSITY OF WISCONSIN

STAFFING (POLICE/VOLUNTEERS) (Madison)

HALF MARATHON

Head south on Price Place

R on Kelab Dr (north side)

R on N Segoe Road (west side) (**Police (Madison) to control traffic - Mile .15**) (duplicate position)

(Pointer)

L on Sheboygan Ave (south side) (Pointer)

(Cross Eau Claire Ave) (Pointer)

R on N Whitney Way (east side) (Pointer)

R on Old Middleton Rd (south side) (Pointer)

L onto bike path (**Police (Madison - Mile 1.09) to control traffic**) (duplicate position) (Old Middleton east bound road to University onramp is closed) (**Police to control University Ave exit lane onto Old Middleton traffic**)

(**AID Station H that's on Eau Claire Ave - to be set up after Half Marathon has gone through**)

Continue east on bike path parallel to Locust Drive

(L on Locust)

(Cross Rose Place) **AID Station A - Mile 1.80**

(L on Locust)

L on Western Road (east side) (mark as no parking) (Pointer)

R on Tally Ho Lane (south side) (mark as no parking) (Pointer)

L on Shorewood Boulevard (east side) (**Police (Shorewood) to control traffic - Mile 2.25**) (Pointer)

R on Harvard Drive (south side) (Pointer)

L on Yale Road (east side) (Pointer)

R on Colgate Road (south side)

Cross University Bay Drive to bike path (**Police (UW) to control traffic - Mile 2.71**) (Pointer, pull from AID)

AID Station B - Mile 2.75 on campus lawn right after crossing road onto path

Continue on Bike Path

L on Marsh Drive (south side) (**Police (UW) to direct traffic, bike path/Marsh Dr/Univ. Bay Dr - Mile 3**)

R on Walnut Street (west side) (runners should be led onto sidewalk before roundabout) (Pointer)

(4 Pointers at Roundabout)

Continue South on Walnut to just before Campus Dr

L on bike path (**Police (UW) to control traffic as runners cross Walnut to bike path - Mile 3.68**) (Pointer)

L on Farm Place (west side) (Pointer) (runners turn left at barn)

L on Linden Drive (south side) (Pointer) (runners on sidewalk)

(R on Easterday Lane (west side) (Pointer)

L on bike path, cross bridge (Pointer)

R on Linden Drive (north side) (runners on sidewalk)

AID Station C - Mile 4.34 on Linden Dr sidewalk, front of greenhouses

R on Walnut Street (east side) (Pointer, can pull from AID)

R on Observatory Dr (south side) (Pointer, use 1/4 from roundabout) (runners on sidewalk until parking ramp)

Cross Elm Dr (**Police (UW) to control traffic - Mile 4.9**) (Pointer)

Cross Babcock Dr (**Police (UW) to control traffic - Mile 5.06**) (Pointer)

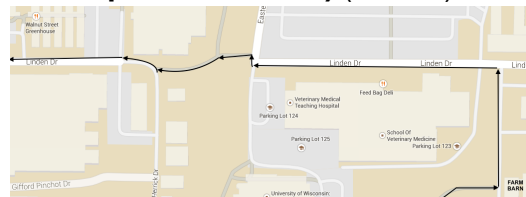
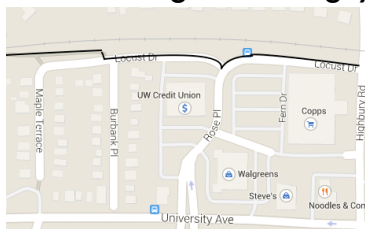
Cross Charter St (**Police (UW) to control traffic - Mile 5.43**) (Pointer)

L on North Park Street (west side) (**Police (Madison) to control traffic - Mile 5.76**) (Pointer)

Follow Park St to Luminology Building

AID Station D - Mile 5.9 in parking lot of Luminology Bldg, before path

Continue on lake shore bike path



AID Station E - Mile 7.57 in parking lot of Picnic Pt

Cross Lake Mendota Drive (Pointer to direct traffic)

R on Oxford Road (north side) (Pointer)

HALF MARATHON (cont.)

(HUSBAND HILL) - Mile 8.09

R on Shorewood Boulevard (north side) (Pointer)

R on Edgehill Drive (west side) (Pointer must get runners across from Shorewood to west side Edgehill)

L on Edgehill Parkway (south side) (Pointer to direct traffic)

L on Lake Mendota Drive (south side)

AID Station F - Mile 9.33 across from Blackhawk Golf Course

(Cross Merrill Springs Rd Pointer)

(Cross Risser Rd Pointer)

(Cross Minocqua Crescent / Sprint Ct Pointer)

(Cross Spring Harbor Pointer)

(Cross Norman Way Pointer)

(Cross Epworth Ct Pointer)

(Cross Capital Ave Pointer)

(Cross Laurel Crest Pointer)

AID Station G - Mile 10.5 right before L on Baker

L on Baker Avenue (east side) (Pointer)

L on University Ave bike path (Pointer)

Cross Laurel Avenue (Pointer)

Cross Capital Avenue (Police (Madison) to direct traffic - Mile 10.96)

Cross Camus Ln (Police (Madison) to direct traffic - 11.03)

Cross Fritz Ave (Police (Madison) to direct traffic - 11.10)

Cross Norman Way (Police (Madison) to direct traffic - 11.16)

Cross Spring Harbor Drive (Police (Madison) to direct traffic - 11.38)

Cross Flambeau (Pointer)

Cross Tomahawk Trl (Police (Madison) to direct traffic - 11.60)

R onto old Middleton bike path (Pointer)

Cross Old Middleton Rd to N Eau Claire Ave (west side) (Police (Madison) to direct traffic - Mile 12.24)

(duplicate position) (Pointer)

L on Sheboygan Avenue (south side) (Police (Madison) to direct traffic - Mile 12.36) (dup. position)

(Pointer)

R on N Segoe Road (west side) (Pointer)

L on Kelab Dr (north side) (Police to direct traffic - Mile 12.9) (duplicate position)

L on Price Place to finish

Her Madison Half Marathon & 5K turn by turn directions and police needs

CITY OF MADISON

VILLAGE OF SHOREWOOD HILLS

UNIVERSITY OF WISCONSIN

STAFFING (POLICE/VOLUNTEERS) (Madison)

5K

Head south on Price Place

R on Kelab (north side)

L on N Segoe Road (west side) (**Police (Madison) to control traffic**) (**duplicate position**) (Pointer)

Cross Regent Street (**Police (Madison) to control traffic**) (Pointer)

AID at Hamilton Middle School lawn

R on S Hill Drive (north side) (Pointer)

R on Marathon Drive (north side) (Pointer)

R on Whitney Way (east side) (Pointer)

Cross Regent St (**2 Police (Madison) to direct traffic**) (Pointer)

R on Old Middleton (south side) *EAST BOUND ROAD CLOSED, WEST BOUND OPEN* (Pointer)

R on N Eau Claire Avenue (west side), (**Police (Madison) to control University Ave exit lane onto Old Middleton traffic**)

AID right after R turn on Eau Claire Ave - to be set up after Half Marathon has gone through

L on Sheboygan Ave (south side) (**Police (Madison) to control traffic**) (road under construction) (Pointer)

R on N Segoe Road (west side) (Pointer)

L on Kelab Dr (north side) (**Police (Madison) to control traffic**) (**duplicate position**) (Pointer, duplicate position)

L on Price Place to finish

TRASH & RECYCLING PLAN

HER MADISON HALF MARATHON & 5K

I. GENERAL

The Her Madison Half Marathon & 5K will be held Sunday, June 26, 2016 at Hilldale Shopping Center, 702 N. Midvale Blvd, Madison, WI 53705.

II. CONTACT INFORMATION

Primary Contact	Jennifer Anderson	608-609-5379
Secondary Contact	Justin Pernitz	608-852-5291
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 261-9694

III. COLLECTION OF MATERIALS

A. Quantity of trash bins

1. A minimum of 8 trash bins will be located in the start and finish chute
2. A minimum of 3 trash bins will be located at each aid station
3. A minimum of 6 additional trash bins will be located throughout Price Place & Kelab Drive along start and finish of course, and along spectator bleachers
4. A minimum of 2 trash bins will be located in the Hilldale Atrium
5. A minimum of 1 trash bin will be located in the Medical Tent
6. A minimum of 1 trash bin will be located in the Massage Tent
7. A minimum of 3 trash bins will be located in the Beer Tent

B. Location of trash bins

1. Start and Finish chute
2. Every aid station
3. Spectator area
4. Atrium area
5. Medical Tent
6. Massage Tent
7. Beverage Tent
8. Any other tent or structure

C. Volunteers

1. Start / Finish direction will be clearly marked
2. Parking for racers, parking for spectators, and parking for race staff will be clearly indicated on venue maps and communicated via website
3. Course signage at every change in direction and every mile marker

IV. DISPOSAL OF MATERIALS

A. Dumpster On-Site

1. All garbage related to event will be put into rented dumpster
2. Dumpster rental is the responsibility of event organizers (Capitol View Events)

B. Placement & Removal of Dumpster

1. Dumpster placement will be determined by event organizers and Hilldale
2. Dumpster placement will occur by end of day Friday, June 26 and be removed by Monday, June 27

C. Signage / Communication

1. Trash signs listed at each aid station
2. Trash locations listed on course maps

V. VENUE CLEAN UP

A. Course Clean Up

1. Course Captains and volunteers will start course clean up after last runner
2. Aid stations will remove 100% of ALL materials - absolutely no cups, trash, or other materials will be left. Aid station captains are provided trash bags and are instructed to bring back trash to dumpster at start / finish area.
3. Monitored at all times by volunteers

B. Start / Finish Clean Up

1. All materials will be removed off site by 5pm, Sunday June 26, 2016
2. Event staff and volunteers will execute clean up 1:00 - 5:00pm on Sunday, June 26, 2016

C. Final Walk Through

1. Final walk through of entire course and entire venue property will be completed by 5pm Sunday, June 26, 2016.
2. Event Director will debrief with host venue and city officials to review improvements for next year

EMERGENCY ACTION PLAN (EAP) HER MADISON HALF MARATHON & 5K

I. GENERAL

The Her Madison Half Marathon & 5K will be held Sunday, June 26, 2016 at Hilldale Shopping Center, 702 N. Midvale Blvd, Madison, WI 53705.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the Her Madison Half Marathon & 5K (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: Jennifer Anderson.

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 have on-site EMS (Ryan Brothers, 608-257-9591)
- 3. We will have on-site Police or Security (City of Madison Police Department, Village of Shorewood Hills Police Department, JBM Patrol)

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 Jennifer Anderson 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 Justin Pernitz will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
- 4. There are limited, but available provisions for sheltering participants in the event of severe weather. Start/Finish shelters include the inside of Hilldale Shopping Center or the use of the Hilldale Parking Ramp in case of extreme 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.
- 6. This event may be subject to extreme heat. For heat index and recommendations on race alteration/cancelation, the Medical Director and Event Director will first review the information provided on <http://www.osaa.org/heat-index>. Should additional review be needed, the Medical Director and Event Director will follow up the American College of Sports Medicine guidelines

determined upon wet bulb globe temperatures.

WBGW > 82°F - Black Flag (recommended cancel), WBGW 73°F - 82°F - Red Flag (recommend participant withdraw or extremely slow pace), WBGW 65°F - 72°F - Yellow Flag (recommend slow pace), WBGW <65° - Green Flag (event proceeds without caution, but heat exhaustion can still occur), WBGW <50° - White Flag (increased risk of hypothermic collapse). Each aid station will have color flags to communicate with participants.

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 (SEE VOLUNTEER, DIRECTOR, AND COURSE CAPTAIN INSTRUCTIONS BELOW)

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 been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event. The event will work with City of Madison Police Department to staff key traffic intersections and oversee course participants.
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. The EMS team will be stationed at the Start/Finish line, adjacent to the Medical Tent. This is located at the frontage road that connects Price Place and Midvale Blvd, near The North Face Store.
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: JBM Patrol.
6. Parking for vendor and staff vehicles will be: BMO bank parking lot, Hilldale Shopping Center Parking Ramp.

7. Parking for attendee vehicles will be: Hilldale Shopping Center Parking Ramp

V. MEDICAL STAFF & SUPPORT

Medical Management Minimums: 2-3 physicians, 4-6 nurses, 4-6 professional staff per 1,000 runners

MEDICAL STAFF / VOLUNTEER SHIFTS:

6:30am - 1:00pm

Roam (via bicycles or SAG vehicle)

5K Lead, 5K Sweep, 13.1 Sweep

6:30am - 10:30am

Start/Finish

1 physician

2 nurses

1 support

9:00am - 1:00pm (Main shift, peak finish time 9-10am)

Start/Finish

2 physicians

2 nurses

2 support staff

EMS STAFF:

2 dedicated advanced unit EMS teams, contracted with Ryan Bro.

6:30am - 1:00pm

Start/Finish

Ambulance, Advanced Dedicated Unit

7:00am - 1:00pm

Road - Lot 60 UW Property, right between Mile 3 & Mile 8 of Half Marathon

Ambulance, Advanced Dedicated Unit

AED LOCATIONS ON COURSE:

20+ locations on half marathon course including police vehicles and ambulance locations

2 roaming Madison Police supervisor vehicles

1 roaming Ryan Brothers ambulance

1 roaming SAG vehicle (non-emergency, no AED)

Mile 0 - Start/Finish - Medical tent, EMS team, Ambulance

Mile .15 - Madison Police vehicle

Mile 1.09 - Madison Police vehicle

Mile 2.25 - Shorewood Police vehicle

Mile 2.71 - UW Police vehicle

Mile 3 - UW Police vehicle

Mile 3.68 - UW Police vehicle

Mile 4.9 - UW Police vehicle

Mile 5.06 - UW Police vehicle

Mile 5.43 - UW Police vehicle

Mile 5.76 - Madison Police vehicle

Mile 10.96 - Madison Police vehicle

Mile 11.03 - Madison Police vehicle

Mile 11.10 - Madison Police vehicle

Mile 11.16 - Madison Police vehicle

Mile 11.38 - Madison Police vehicle

Mile 11.6 - Madison Police vehicle

Mile 12.24 - Madison Police vehicle

Mile 12.36 - Madison Police vehicle

Mile 12.9 - Madison Police vehicle

Mile 13.1 - Start/Finish - Medical tent, EMS team, Ambulance

VI. CONTACT INFORMATION

Primary Contact	Jennifer Anderson	608-609-5379
Secondary Contact	Justin Pernitz	608-852-5291
Emergency	Dane County 911 Center	911
EMS On-Site	Ryan Bros Ambulance (Start/Finish)	608-257-9591 Opt 0
EMS On-Site	Ryan Bros Ambulance (Roam)	608-257-9591 Opt 0
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 261-9694

VI. VOLUNTEER INSTRUCTIONS

A. Medical Emergency

1. Initial contact made by volunteer
2. Volunteer calls 911 to activate EMS
3. EMS will need: Volunteer name, location of incident including nearest cross streets, brief description of injury or medical emergency, condition of athlete, phone number calling from, and any additional information.
4. Volunteer calls Course Captain (of course section medical emergency occurs)
5. Volunteer stays with athlete until additional help arrives - only provide care within training scope

B. Non-Emergency Medical

1. Call Course Captain (of course section medical attention is needed)
2. Relay the following information: Volunteer name, location of incident including nearest cross streets, brief description of injury or medical emergency, condition of athlete, phone number calling from, and any additional information.
3. Volunteer stays with athlete until additional help arrives - only provide care within training scope

VII. COURSE CAPTAIN INSTRUCTIONS

A. Medical Emergency

1. Receive call made by volunteer
2. Travel to site of emergency
3. If EMS has not yet arrived (call to 911 done by volunteer immediately) function as first responder
 - a) CPR, First Aid, AED if available
 - b) Only provide care within training
 - c) Delegate bystanders to direct EMS to location
 - d) Relegate care to EMS when they arrive
4. If EMS has arrived, assist as directed
 - a) Observe & Document
5. Call Event Director and provide status, treatment information, & location information

B. Non-Emergency Medical

1. Receive call made by volunteer
2. Travel to site of emergency
3. Resolve incident
4. Document and update Event Director

VIII. EVENT DIRECTOR INSTRUCTIONS

A. Medical Emergency

1. Receive call made by Course Captain
2. Confirm EMS has been called
3. If EMS has not yet called (call to 911 should be done by volunteer immediately)
 - a) Start documentation
 - b) Time
 - c) Name of caller
 - d) Location of injured athlete, nearest mile marker
 - e) Bib number of athlete
 - f) Description of injury
 - g) Phone number of caller
4. If EMS has been called
 - a) Start Documentation
 - b) Notify timing company of athlete's bib number & name for additional medical information
 - c) Initiate Emergency Contact Information
5. Call Course Captain to relay additional medical information & further instructions
6. EMS Arrives & provides care
7. EMS transports to ER or medical tent
 - a) Event Director will call emergency contact
 - b) Notify timing company of athlete's bib number & name for additional medical information
 - c) Initiate Emergency Contact Information
8. EMS treats as needed
9. Document all events

B. Non-Emergency Medical

1. Receive call made by Course Captain
2. Confirm Course Captain has contacted SAG or medical services needed
3. Document all events

IX. RACER INSTRUCTIONS

A. Medical Emergency / Voluntary Abandonment Procedures

1. If racer is having a medical problem or cannot continue with the race, they should adhere to the following guidelines:
 - a) Serious medical problem: alert other runners, take whatever steps necessary to ensure immediate safety
 - i) Continue to alert passing runners
 - ii) Await for staff/medical to arrive
 - b) Minor medical problem or wish to voluntarily abandon race: attempt to make it to the nearest aid station where assistance can be provided
 - i) Await for staff/medical to arrive
 - c) Await for staff/medical to arrive
2. If racer encounters a medical emergency or abandonment situation
 - a) Gather as much information as possible about situation
 - i) Location
 - ii) Bib Number of injured racer
 - iii) Gender / approximate age
 - iv) Description of problem
 - v) What the injured racer is wearing
 - b) Ensure staff at the nearest aid station are thoroughly informed as soon as possible
3. Cancellation
 - a) Flag system will be utilized at aid stations indicating the status of the race
 - i) Green - race is on
 - ii) Yellow - proceed with caution
 - iii) Red - unsafe conditions, continue at risk
 - iv) Black - extremely unsafe conditions, seek shelter immediately

X. EQUIPMENT

A. First Aid / CPR Kits

1. Start / Finish Line (Medical Tent)
2. Each Aid Station
3. Course Captain Vehicles
4. SAG Vehicle
5. Police Vehicle
6. EMS Ambulance (Start/Finish Line)

B. AED

1. Start / Finish Line (Ambulance)
2. Police Vehicles
3. EMS Ambulance (Roam)

C. Towels / Blankets

1. Start / Finish Line (Medical Tent)
2. Each Aid Station
3. Course Captain Vehicles
4. SAG Vehicle
5. EMS Ambulance (Start/Finish Line)

D. Ice

1. Start / Finish Line (Medical Tent)
2. Each Aid Station
3. Course Captain Vehicles
4. SAG Vehicle
5. EMS Ambulance (Start/Finish Line)

E. Advanced Emergency Equipment

1. EMS Ambulance (Start/Finish Line)

Tools for Medical Director

Wet Bulb Globe Temperature (WBGT) Chart

WBGT Range	Flag	Risk	Recommendations for Race	Recommendations for Participant
> 82°F (28°C)	Black	Extreme	Cancel race	Do not run
> 73 - 82°F (> 23 - 28°C)	Red	High	Consider shortening race or altering course	Slow pace; heat sensitive should not run
> 65 - 73°F (> 18 - 23°C)	Yellow	Moderate	Ensure adequate fluids & cooling	Slow pace as heat increases
> 50 - 65°F (> 10 - 18°C)	Green	Low	None	None
< 50°F (<10°C)	White	Variable	Warning stations; Shorten race in wet & windy conditions. Consider cancellation if conditions are severe	Slow runners beware; stay dry; protect head and hands

XI. RACE CANCELLATION

A. Cancellation Policies

1. Extreme High Temperature
 - a) Dew Points
 - 60s - Moderate risk
 - 70s - High risk
 - 80s - Extreme risk
2. Severe Weather
 - a) Lightening
 - i) High risk: flash to bang less than 15 seconds
 - ii) Moderate risk: flash to bang between 15-30 seconds
 - iii) Low risk: flash to bang greater than 30 seconds
3. Hypothermia / Frostbite
 - i) High risk at -10°F (red flag)
4. Terrorist Attack / Attack on Runner's Safety / International Incident

B. Decision Process

1. Event Director will monitor weather conditions 1 week prior to event, communicate via race website, social media if out of the normal weather pattern
2. Event Director will communicate with Medical Director to monitor condition
3. Medical Director will have final say on race cancellation due to weather conditions
4. Event Director calls all Course Captains
 - a) Course Captains call all aid station captains
 - b) Course Captains physically notify all course volunteers
5. Event Director calls all Police on course

C. Communication Process

1. Announcement on-site at race over PA system
 - a) Yellow Flag "The course is now under yellow flag status. Runners should proceed with caution and be alert for changing weather conditions"
 - b) Red Flag "The course is now under red flag status. The course is considered closed to all runners. Proceeding along the course is considered unsafe at this time. Runners who proceed do so at their own risk. Please follow the directions of the course volunteers." "If the severe weather subsides and we are able to continue the event, it will be completed as an untimed "fun run".
 - c) Black Flag "The course is now under black flag status. Runners are advised to seek shelter. Proceeding along the course is considered unsafe at this time. Runners who proceed do so at their own risk and will be unsupported since race volunteers are being sent to safety. All timing will stop and no results will be recorded for any runners." "If the severe weather subsides and we are able to continue the event, it will be completed as an untimed "fun run".
2. Announcement on race social media pages
3. Announcement on race website (if possible)
4. Flag System
 - a) Flags are located at start/finish line and each aid station
 - i) Event Director will call or walkie to Course Captains
 - ii) Course Captains will make sure aid stations have correct flag displayed
 - b) Green Flag - race is on
 - i) Fair weather through light/moderate precipitation
 - ii) Example: forecast or observed thunderstorm or lightening greater than 30 miles from course
 - iii) Light to moderate rain or drizzle
 - iv) Temperatures above 32*
 - v) Sleet or snow not forecasted to create slippery conditions
 - c) Yellow Flag - participants may continue, but should be aware of potential for deteriorating weather conditions and check the alert condition at the next aid station

- i) Severe cold or excessive heat, strong winds, heavy precipitation
 - ii) Potential for making significant portions of course hazardous
 - iii) Forecast or observed thunderstorms, lightning or hail within 12 to 30 miles of course or forecast to move within 12 miles within 45 minutes
 - iv) Forecast or observed winds from 35-45 mph
 - v) Fog or reduced visibility below 1/4 mile
 - vi) Temperatures below 32°F or wind chill below 10°F
 - vii) Sleet or snow forecast to create slippery conditions over a significant portion of the course
 - viii) Heat index at or above 90°F
 - d) Red Flag - dangerous conditions, participants should not continue
 - i) Forecast or observed thunderstorms, lightening or hail within 12 miles of course or forecast to move within 12 miles within 30 minutes
 - ii) Forecast or observed winds greater than 45 mph
 - iii) Wind chill below -10°F
 - iv) Heat index at or above 105°F
 - v) All non-elite runners should stop running and follow the instructions of the race volunteers on seeking shelter or how to be transported to the finish line. Timing of the event will not continue and no awards given.
 - e) Black Flag - extremely dangerous conditions, all runners must stop & seek shelter
 - i) Severe weather warnings issued by the National Weather Service including imminent thunderstorm, flooding, and tornados. In general any life-threatening condition will initiate a BLACK FLAG alert.
 - ii) All runners must stop at closest aid station, seek shelter or wait at aid station for transportation back to shelter
 - iii) No timing, no results, no awards
5. Event Director to call or walkie to all course operations team

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?

☒ Yes ☐ No

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

EVENT INFORMATION

Name of Event: Her Madison Half Marathon & 5K

Contact Person: Jen Anderson

Location: Hilldale Shopping Center

Date: Sunday, June 26, 2016

Type of Amplified Sound:

☐ Band ☒ DJ ☒ Sound System ☒ Speeches/Announcements ☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: Sunday, June 26, 2016

Time: 6:30am - 12:30pm

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?

Event website, social media campaigns, email campaigns, print postcard handouts, affiliate & sponsor networks

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

Expected news coverage from local news stations. Media personnel will have designed parking zone in BMO Bank Parking Lot, near Information / Volunteer Tent. Parking will be reserved for media personnel with pre-event provided media credentials only.

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: **2016 DreamBank Her Madison Half Marathon & 5K**

Location: **Hilldale Shopping Center, 534 N. Midvale Blvd, Madison, WI 53705**

Public Contact Phone: **877-290-8608**

Website: **hermadisonhalf.com**

Admission Cost: **5K: \$40, Half Marathon: \$95**

Date of Event: **Sunday, June 26, 2016**

Beginning/End Time of Event: **Half Marathon Walk: 7am, Half Marathon: 8am, 5K: 9am, 5K Walk 9:05am**

Two sentence description of event (for internet calendar):

Her Madison is Madison's first half marathon & 5K event dedicated to women, with proceeds going to Girls On The Run of South Central Wisconsin. Register for the race or upgrade to the Weekend Experience for a weekend filled with encouragement, support, and empowerment towards your half marathon or 5K goal.

The logo for the Her Madison Half Marathon & 5K. It features the word "HER" in blue, "Madison" in a large blue font with a silhouette of a person running inside the letter 'd', and "HALF MARATHON & 5K" in red below it. Above the text are logos for "DREAMBANK AMERICAN FAMILY INSURANCE" and "AMERICAN FAMILY INSURANCE".

HER Madison HALF MARATHON & 5K

Dear Resident,

On Sunday, June 26th 2016 I am assisting to produce the second annual Her Madison Half marathon and 5k. The event is focused on empowering women of all ages both as a running event as well as a fundraiser for Girls on the Run of South Central Wisconsin. Girls on the Run is a program designed to teach life skills, empowerment and self-confidence in pre-adolescent girls. The program culminates with the girls being physically and emotionally prepared to complete a celebratory 5k running event.

Although no public roads will be closed for this event, there will be sections southwest of Hilldale mall and in Shorewood Hills that will have no parking posted on the day of the event and participants running in the "parking lane". The course maps for the 5k and 13.1 mile routes can be found here for reference <http://hermadisonhalf.com/event-info/courses/>

This was a tremendously successful event in its first year in 2015 and one we hope to continue to grow. This event has attracted national attention and drawing participants from 38+ states across the country, with an estimated \$1.5-million-dollar impact to our local economy. I ask that if you have any concerns to please direct them to me personally at justin.pernitz@gmail.com

For more information about the event, please feel free to visit <http://hermadisonhalf.com/>

I sincerely appreciate your support and feedback. We are incredibly excited to support Girls on the Run through this incredibly inspiring and uplifting event.

Sincerely,

Justin Pernitz

Capitol View Events – Race Director



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

04/07/2016

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 have ADDITIONAL INSURED provisions or 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		CONTACT NAME: Mitch Deprey	
Mitch Deprey Insurance Agency, Inc		PHONE (A/C, No, Ext): 608-318-5801	FAX (A/C, No): 608-318-5802
425 W Main Street, Suite 104		E-MAIL ADDRESS: mdeprey@ruralins.com	
Sun Prairie WI 53590		INSURER(S) AFFORDING COVERAGE	
INSURED		INSURER A: Rural Mutual Insurance Company, Inc	NAIC # 15091
Pernstrong Inc DBA Capitol View Events		INSURER B:	
1661 Deming Way Suite 154		INSURER C:	
Middleton WI 53562		INSURER D:	
		INSURER E:	
		INSURER F:	

COVERAGES**CERTIFICATE NUMBER:****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
	COMMERCIAL GENERAL LIABILITY						
	<input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR						EACH OCCURRENCE \$
							DAMAGE TO RENTED PREMISES (Ea occurrence) \$
							MED EXP (Any one person) \$
	GEN'L AGGREGATE LIMIT APPLIES PER:						PERSONAL & ADV INJURY \$
	<input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						GENERAL AGGREGATE \$
	OTHER:						PRODUCTS - COMP/OP AGG \$
							\$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$
	<input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS						BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident) \$
							\$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR						EACH OCCURRENCE \$
	EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE						AGGREGATE \$
	<input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						\$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N		WRKG116358	11/20/2015	11/20/2016	E.L. EACH ACCIDENT \$ 100,000
	If yes, describe under DESCRIPTION OF OPERATIONS below	Y	N/A				E.L. DISEASE - EA EMPLOYEE \$ 100,000
							E.L. DISEASE - POLICY LIMIT \$ 500,000

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

CERTIFICATE HOLDER**CANCELLATION**

City Of Madison
ATTN: Risk Management Room 406
210 Martin Luther King Jr Blvd
Madison WI 53703

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

Mitch Deprey, Agent