

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Holiday Fantasy In Lights 5K Run

Event Organizer/Sponsor: Starting Line Events, LLC

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: 5118 Wintergreen Dr

City/State/Zip: Madison, WI 53704

Primary Contact: Jerry R Kempfer

Work Phone: 608-243-9593

Email: jerry@startinglineevents.com

Phone During Event: 608-241-7093

Website: www.startinglineevents.com

FAX: _____

Secondary Contact: Robin L Kempfer

Work Phone: 608-243-9593

Email: robin@startinglineevents.com

Phone During Event: 608-217-5941

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: Keep Wisconsin Warm Fund

Estimated Attendance: 500

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☒ Yes ☐ No

Hours: 5:00 pm to 7:30 pm

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: Olin Turville Park to Monona Terrace and back

EVENT DATE(S)/SCHEDULE

Date(s) of Event: Nov. 19th, 2016

Event Start and End Times: 6:00 – 7:30 pm

Rain Date (if any): N/A

Set-Up Start Time: 2:00 pm

Take-Down Start Time and End Times: 7:00-8:00 am

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 _____

Date _____

11-25-16

THE HOLIDAY IN LIGHTS FANTASY 5K RUN

Benefiting

The Keep Wisconsin
Warm Fund



THE FANTASY 5K

**5K NIGHT RUN &
2M WALK**

Starts & Ends in

OLIN PARK

NOV 19, 2016

www.startinglineevents.com
jerry@startinglineevents.com
608-241-7093

Detailed Timeline With Traffic Control

Saturday, Nov 19, 2016

02:00pm - Set-up Start/Finish Line in the Olin Park parking lot
03:00pm - Signage, mile markers and Aid Stations along courses
04:00pm - Put cones along courses
04:30pm - Registration and Participant Check-In
05:00pm - Race Announcer begins announcements
05:45pm - Course Sentries arrive at assigned posts along the race courses
05:45pm - City Of Madison Traffic Control arrives at the following Locations
Officer 1 - Corner of Lakeside St & Olin-Turville Ct
06:00pm - 5K Run starts
06:02pm - 2 Mile Walk starts
06:30pm - Begin picking up cones along 5K course
07:10pm - Traffic Control Officers are finished (or earlier if traffic is clear)
07:15pm - 5K Run Ends
07:30pm - Aid Stations, No Parking Signs and Start/Finish Line are removed and trash picked up

Additional Items

Madison Metro Buses

No Madison Metro Buses are affected by the courses

Neighbors and Businesses

A Courtesy Flyer will be delivered to the homes along the routes. The flyer will give notification of the event times and will have contact information for Starting Line Events.

No Parking Signs

Signs will need to be placed on the East side of E Lakeside St with enforcement from 1pm-8pm

Start & Finish Line	Olin Park
Course Set-Up	2:00 pm
Race Begins	6:00 pm
Race Ends	7:15 pm
Course Tear-Down	6:30 pm
Courses	5K Night Run, 2M Walk
Run Event Produced By	Starting Line Events, LLC
Main Event Organizer	The Electric Group
Permits & Insurance	Starting Line Events, LLC
Race Director	Jerry Kempfer 608-241-7093
Event Coordinator	Robin Kempfer 608-217-5941
Course Management	Starting Line Events, LLC

Safety Plan

Ambulance and EMT's

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

Trained Personnel

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

Bike teams

We will have a bicycle team dedicated to covering the 5K course. This unit will be equipped with a 2-way radio and will be roaming and responding as needed.

Aid Stations

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

Aid Station & Portable Bathroom Locations

- Start/Finish Line in Olin Park parking lot - Portable Bathrooms will be placed near start/finish area
- Capital City bike path near Monona Terrace - 2 1 aid station will be placed here

Start/Finish Line Medical Help

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

Emergency Procedures

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

Weather Emergencies

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

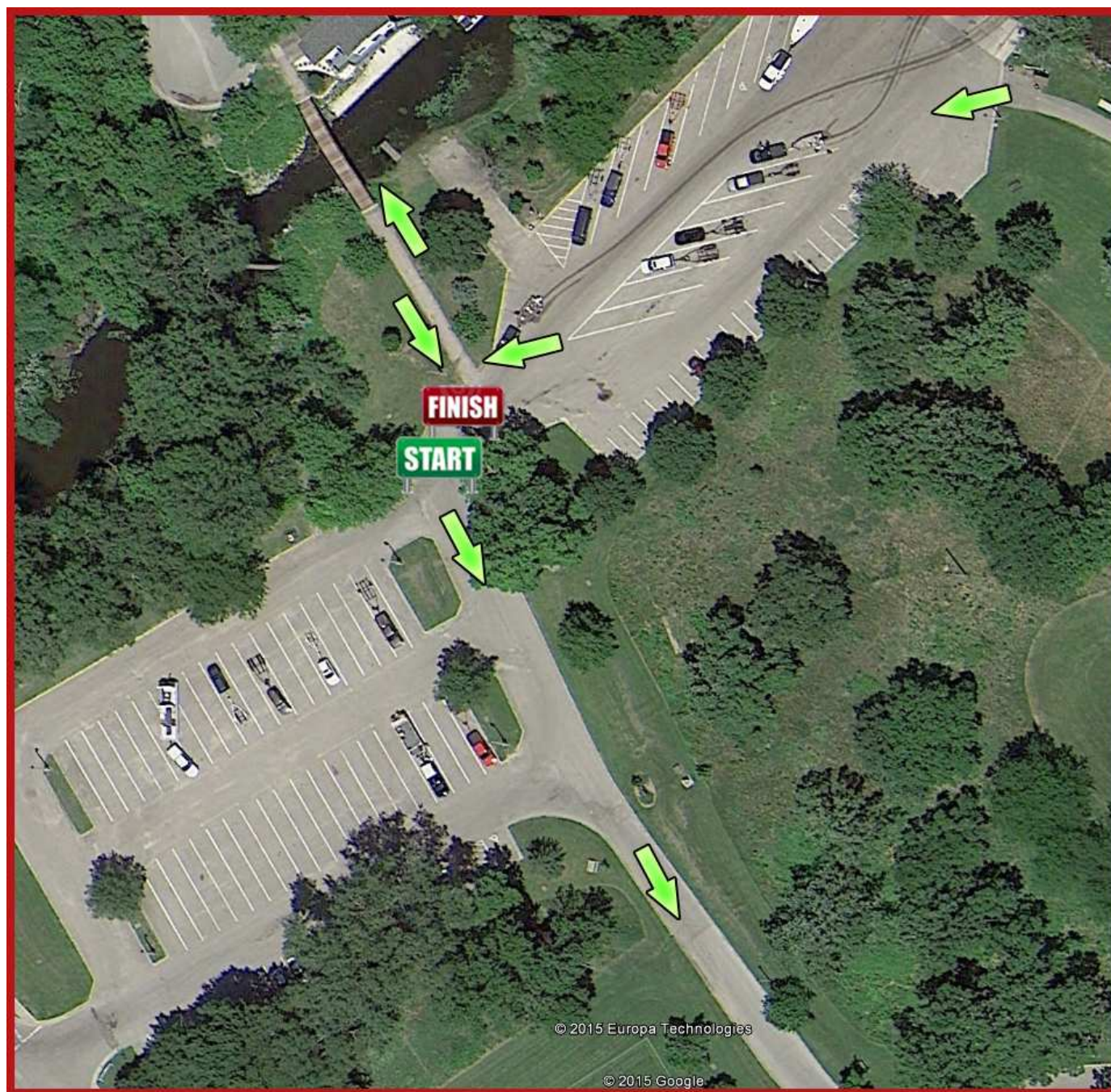
Green Flag - Good Conditions. Everything Is Normal.

Yellow Flag - Caution. Increased Risk of Heat Related Problems. Runners Should Hydrate Accordingly.

Red Flag - Extreme Heat Risk. Clock Has Stopped. Hydrate and Walk To The Finish Line.

Black Flag - Extreme Emergency. The Race Is Canceled. Seek Shelter Immediately!

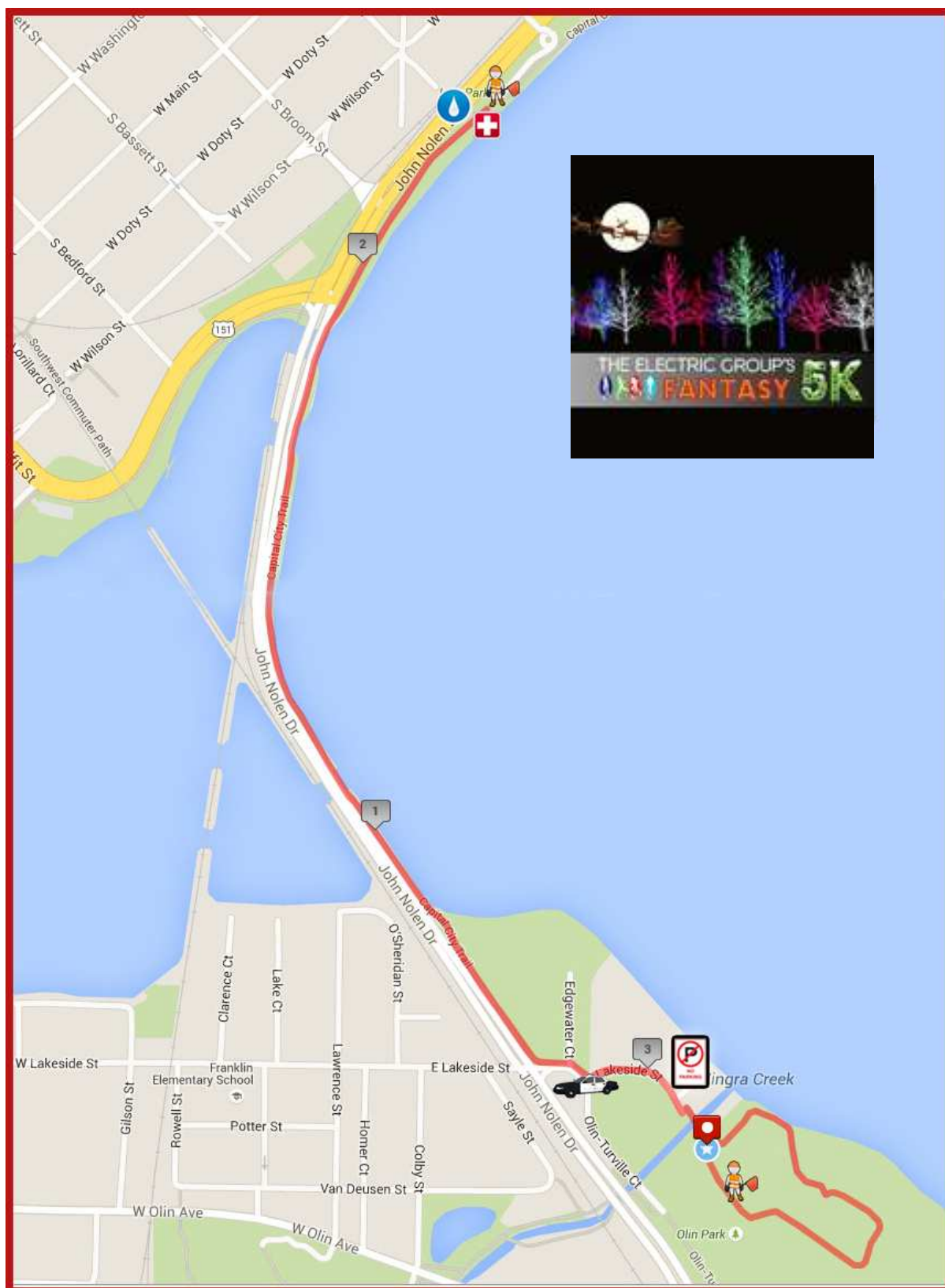
Staging Area



Recycle Plan

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

5K & 2 Mile Walk Course Map



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