STREET USE PERMIT APPLICATION

EVENT INFORMATION
Name of Event: LAKE MONONA ZO KM RUN WALK
Event Organizer/Sponsor: RACE DAY EVENTS
Is Organizer/Sponsor a 501(c)3 non-profit agency? MANDATORY: State Sales Tax Exemption Number: OPTIONAL: Federal Tax Exempt Number:
Address: 5976 EXECUTIVE DR. STEB
City/State/Zip: FITCHBUZG WI 53719
Primary Contact: RYAN GRESSMEYER Work Phone: 608-316-5755
Email: 14an () Maceday events \ (com Phone During Event: 608 - 444-226)
Website: www. raceduyevents 11 cas FAX: 608-276-9180
Secondary Contact: Kyon Richards Work Phone: 408-316-5755
Email: Nichards (a) Pacedayever 15116-Cn Phone During Event: 608 - 209 -6958
Annual Event? ✓ Yes □ No
Charitable Event? If Yes, Name of charity to receive donations: Several local charity to receive donations:
Estimated Attendance: (CERTIFICATE OF INSURANCE MAY BE REQUIRED)
Public Amplification? (not allowed after 11 p.m.): Hours: to
EVENT CATEGORY
Run/Walk
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:
EVENT DATE(S)/SCHEDULE
Date(s) of Event: 5 6 17 Event Start and End Times: 920Am
Rain Date (if any): Set-Up Start Time: 7:00 Am
Take-Down Start Time and End Times: 12:00 PM 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
Ry 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 19 17

40th ANNUAL LAKE MONONA 20KM RUN - MAY 6, 2017

Requested use of parking lane on following streets:

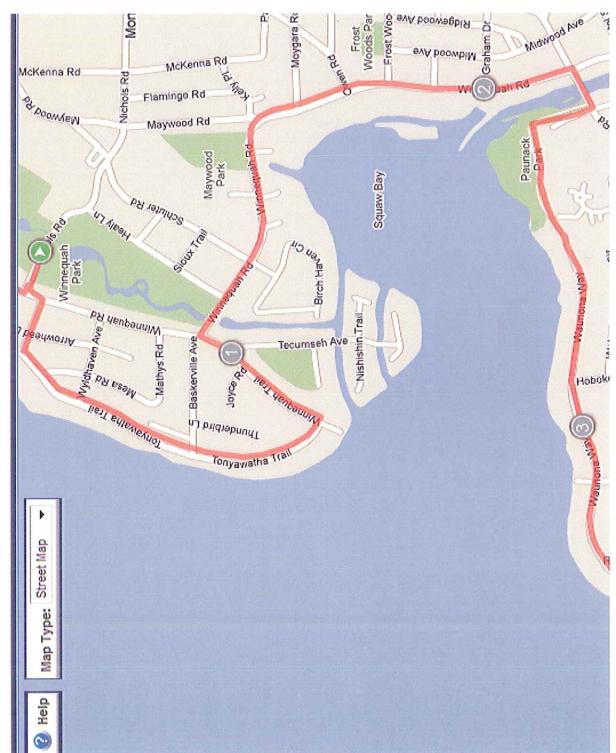
- Jenifer Street Parking lane on south side of road from Williamson to Spaight
- Spaight Street Parking lane on south side of road from Jenifer to Orton Park
- Rutledge Street Parking lane on south side of road from Few to Baldwin
- Baldwin Street Parking lane on west side of road from Rutledge to Morrison
- Morrison Street Parking lane on south side of road from Baldwin to Thorton
- Thorton Avenue Parking lane on east side of road from Morrison to Rutledge
 - Riverside Drive Parking lane on west side of road from Rutledge to Yahara
- Yahara Place Parking lane on south side of road from Riverside to Lakeland
- Lakeland Avenue Parking lane on south side of road from Yahara to Olbrich Park
- Atwood Avenue/Monona Dr Curb side of southbound traffic lanes to Winnequah Rd

Race Day Events will hire City of Madison to place No Parking signs as needed. The signs would be taken down immediately following the event by Race Day Events.

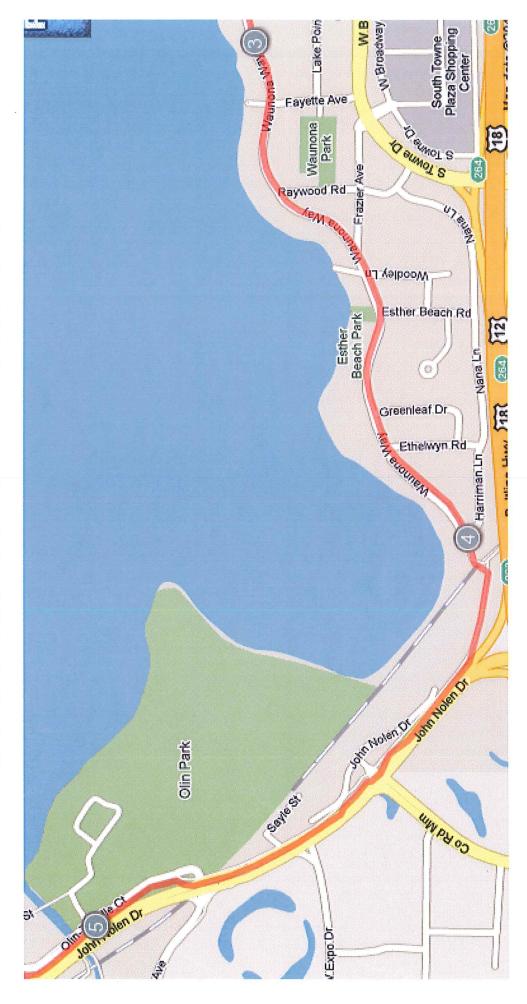
The event hours through the streets listed above are 7:00am to 12:00pm. This includes set-up of cones and sweeping of course following the last runner. Because the event starts and finishes in Monona, there are no assembly areas in Madison. We are requesting use of the parking lanes only and all streets will remain open. This event has been successful for the past 39 years and is a tradition for runners in the Madison area. Safety/Security — The start/finish area is in Monona and covered by Monona Fire and EMS. The areas that are run in Madison are supervised by minor injuries on the course, but any major or life threatening circumstances will activate the 911 system. Our volunteers have two-way radios volunteers that are directed to use the 911 system for any major emergencies. We have trained first responders and EMT's that respond for and emergency contact lists to make sure communication is fast and easy. A City of Madison Ambulance is requested to stage in Orton Park from 9am to 12pm.

Clean-Up/Recycling: A clean-up crew follows the last running making sure to leave all affected areas cleaner than they started. All trash and debris is picked up and disposed of at the start/finish area. Race Day Events is a "Green" company and is very proud of our recycling efforts.

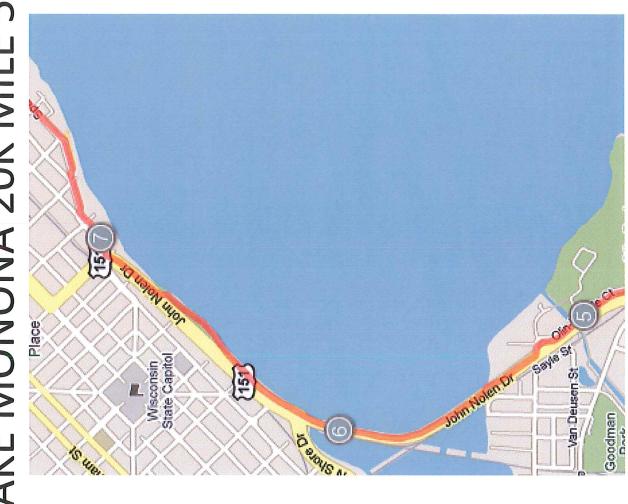
LAKE MONONA 20K MILE 1-3



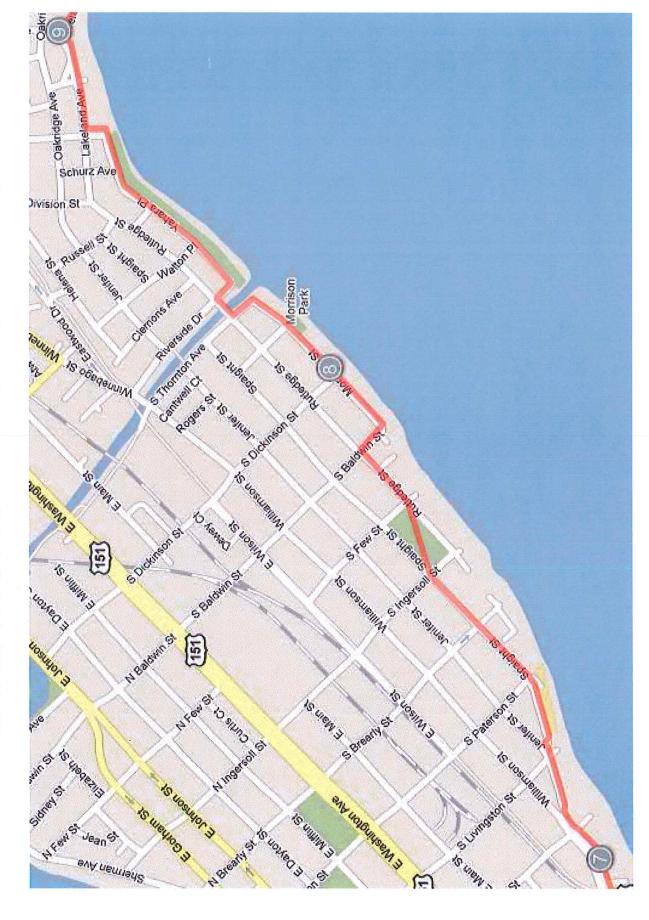
LAKE MONONA 20K MILE 3-5



LAKE MONONA 20K MILE 5-7



LAKE MONONA 20K MILE 7-9



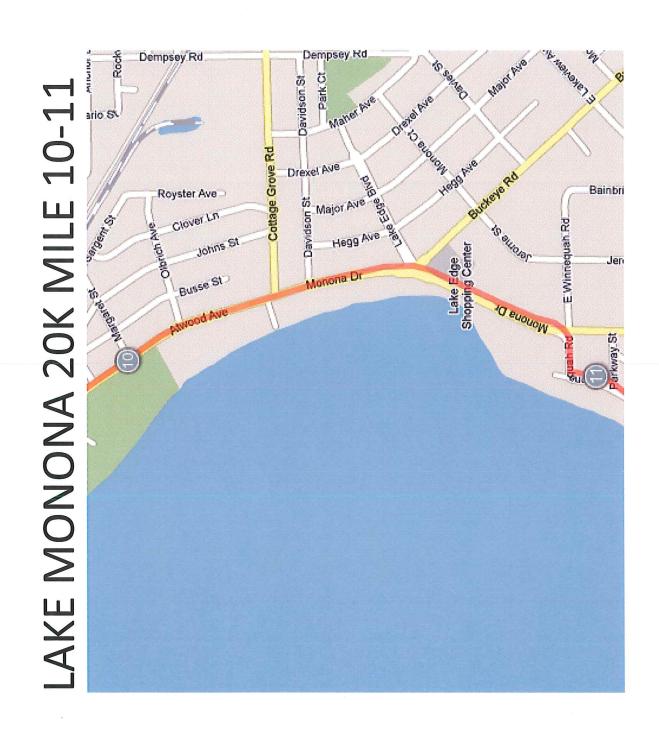
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St.

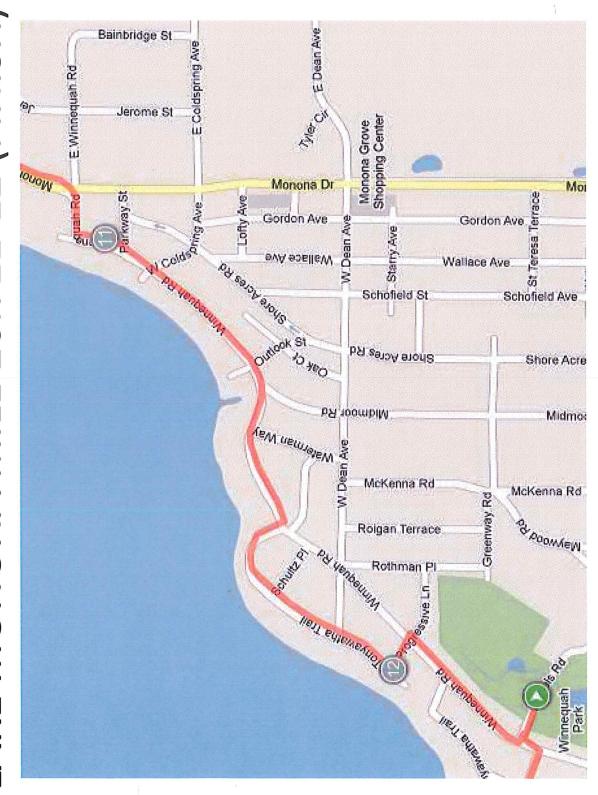
Johns St

Неда.

Monona Dr



LAKE MONONA MILE 20K 11-12 (FINISH)



Shore Acres ra OHO Shore Acres Rd Bridge Rd Parther Trail Moygara Rd Nichels Rd Monona Midmoor Rd Midmoor Rd Midmoor Rd LAKE MONONA 5K ROUTE Coar Spring Cy Winnequah Rd & McKenna Rd McKenna Rd Flamingo Rd Roigan Terrace Maywood Rothman Pi Winnequah Birch Haven 47 Alcon - Nishishin Trail Pa venbeuwim Altowhead O. Omeida Park Baskerville Ave. Tonyawatna Trail



Emergency Action Plan And Protocol

LAKE MONONA 20K/5K

Updated for the 2017 Event

Schedule of Events:

Wednesday 5/3/17

City of Madison to place no parking signs from Williamson and Jennifer through Olbrich Park to create safe running lane for participants.

Saturday 5/6/17

05:00	Start/Finish Line Set-up at Winnequah Park in Monona
06:00	Course Set-up starting clockwise around Lake Monona from
	Winnequah Park in Monona.
09:00	Race Starts - Winnequah Park in Monona (Clockwise around
	lake)
09:00	City of Madison FD Ambulance to stage at Orton Park Aid
	Station (Corner of Ingersoll and Spaight)
09:20	First runner expected to enter Madison (Bike path at Waunona
	Dr – Mile 4)
10:00	Last runner expected to enter Madison (Bike path at Waunona
	Dr – Mile 4)
11:00	Last runner to leave Madison (Atwood/Monona Dr – Mile 9)
12:00	Course closed – Entire Course

This outline will serve as a guideline for Race Day Events to handle emergency situations on race day.

EMS Command Post

The EMS Command Post will be located in Winnequah Park, Monona, WI. The post will contain representatives of the event, security personnel, and EMS Staff. The event will communicate via radio with repeater network with cell phones as back up.

Event Command - all people in direct radio communications

Ryan Griessmeyer – Race Director: 60

608.444.2261

Ryan Richards – Course Director:

608.209.6958

Brodie Birkel – Media Liaison:

608.692.9873

Rob Beuthling – Announcer:

608.345.1975

TBD - Aid Station Captains:

CELL PHONE NUMBER

TBD – Event Sag Bikes:

CELL PHONE NUMBER

There will be bicycles assigned to follow the final participants on the course as well as vehicles dedicated to following and cleaning up the course area.

Communication to spectators will be made via loudspeaker announcements located the Start and Finish Lines on Nichols Road in Monona.

Hospital Transports: The primary hospital for transports UW Hospital (600 Highland Ave, Madison, WI 53792). Other hospitals include SSM Health St Marys Hospital (700 South Park Street Madison, WI 53715) and Meriter Hospital (202 S. Park Street, Madison, WI 53715). These hospitals will be used by choice of patient/guardian and/or in the case of less severe injuries. Monona Fire/EMS is the primary 'on site' transporter for the event; however, all on course

transports will be dispatched through the 911 system and dedicated to the local service provider for all respective territories of the course area.

Medical Area: The race medical area will be located adjacent to Winnequah Park on Nichols Road in the City of Monona. The medical area is designed to triage and to treat minor injuries. The area is occupied by an ambulance and staff personnel at the race finish but will be accessible for medical transports to local area hospitals.

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, high-speed winds, tornados, heavy snow, dense snow conditions (snowfall/blowing)
- 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

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 runners, our weather forecasters 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 runners. 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 _X_ of the run. Please 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 runners. Because of ______, the start of event will be delayed __ X ___ minutes. We plan to start the race at XX:XX P.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:

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. **The proximity threshold for lightening is 10 miles.** The Race Director will make the final decision regarding the start of the event 20 minutes prior to published start time. If conditions prohibit the start of the race on schedule, appropriate delays will occur until safe to do so. If conditions do not allow the race to start on time, the race will be modified or cancelled. 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.

If dangerous weather conditions occur during the race or temperatures become too dangerous, the Race Director, in consultation with the EMC will make any decisions regarding the status of the event. Runners will be notified on course by event personnel or police as deemed necessary.

If inclement weather occurs after the race has started, event personnel, athletes and volunteers are on their own to seek shelter. Weather issues will be communicated using the communication plan outlined below.

Communication Plan for Broadcasting Weather Issues:

The event Race Director will be in the race command center. They will be monitoring weather radar and reports via internet weather websites.

Should inclement weather be forecasted/threatening the race, Race Command will be in contact with the Race Director to inform them of the 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. The Race Director will make all decisions regarding the race needing to be stopped, shortened, or changed. Communication with Police and other parties will be made through the Dane County Communication Network. Decisions regarding the race will be communicated to race staff, aid stations, and volunteers on course via the race radios. All communications will use cell phones as backups and land-line phones (where available) in the event that cell phone service is unavailable.

Weather information will be relayed to the Media by the Marketing Director or the Race Director; and will be the only spokespeople for any media questions.

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 parent(s)/guardian (by name) will come to the Finish Line Announcer's Stand. It will also be announced over race radio. Staff member MUST stay with child until reunited with parent(s)/guardian. If parents approach regarding their child missing, an all call will go out over radio 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 stand. 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:

In the event of any medical emergency throughout the course area, staff will enact the '911 system'. In an attempt to manage the progress and safety of all event participants, Race Day Events, LLC will supply all staff and each aid station on course with a two-way radio (supported by a long-range repeater. Cell phones will be used as a backup method of communication. Additionally, there will be 3 vehicles as well as 2 bicycles on course leading and monitoring runners throughout the event. Bicycle leads will be tasked with circling back around to follow the last participants and assist in maintaining safety and as an additional awareness to motorists whom may be traveling near the course area.

THE ENTIRE EVENT SITE/COURSE WILL MAINTAIN A MINIMUM OF A 20' TRAFFIC LANE FOR EMERGENCY PERSONNEL ACCESS THROUGHOUT THE EVENT

If there is serious injury along the course, CALL 911 IMMEDIATELY!

Time is of the essence and radio or phone relays back to the EMS personnel only delay treatment. Only call 911 for serious injury, not sprains or scrapes.

The event personnel, and EMTs at the finish line WILL NOT treat spectators. If there is a traumatic incident involving spectators, the EMC will be notified and decide on the appropriate action and care to be administered.

Injuries: If someone is seriously injured during the race, the Race Director or event spokesperson 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 area 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 Race 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.

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) 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 and the specific event staffing. 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.

RACEDAY-01 SWILLMERING



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 1/6/2017

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

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

-	certificate holder in lieu of such endors	eme	nt(S).		CONTA	СТ				
	орисек bertson Ryan - Madison		NAME:							
Two Plaza East, Suite 650						PHONE (A/C, No, Ext): (608) 848-3365 FAX (A/C, No): (608) 237-2493 E-MAIL				
	0 East Kilbourn Avenue Iwaukee, WI 53202				ADDRESS:					
								RDING COVERAGE	A NIV	NAIC#
INS	SURED							AL INSURANCE COMP	ANT	15350
					INSURER B : STATE FUND MUTUAL					
	Race Day Events LLC 5976B Executive Drive				INSURE					
	Fitchburg, WI 53719				INSURE					
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CC	OVERAGES CER	TIFIC	:ATF	NUMBER:	INSURE	жг.		REVISION NUMBER:		
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	CLAIMS-MADE X OCCUR	X		1497361		01/02/2017	01/02/2018	DAMAGE TO RENTED PREMISES (Ea occurrence)	\$	100,000
		ŀ						MED EXP (Any one person)	\$	5,000
								PERSONAL & ADV INJURY	\$	1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:							GENERAL AGGREGATE	\$	2,000,000
	POLICY JECT LOC							PRODUCTS - COMP/OP AGG	\$	2,000,000
	AUTOMOBILE LIABILITY							COMBINED SINGLE LIMIT (Ea accident)	\$	1,000,000
Α	X ANY AUTO		1497361		01/02/2017	01/02/2018	BODILY INJURY (Per person)	\$	-,,-	
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	X HIRED AUTOS X NON-OWNED AUTOS							PROPERTY DAMAGE (Per accident)	\$	
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Α	EXCESS LIAB CLAIMS-MADE							AGGREGATE	\$	
	DED X RETENTION \$ 0							Aggregate	\$	2,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY		072579.102				PER OTH- STATUTE ER			
В	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)			072579.102		02/15/2017	02/15/2018	E.L. EACH ACCIDENT	\$	100,000
	(Mandatory in NH)							E.L. DISEASE - EA EMPLOYEE	\$	100,000
L	If yes, describe under DESCRIPTION OF OPERATIONS below							E.L. DISEASE - POLICY LIMIT	\$	500,000
Α	Liquor Liability			2102252		01/02/2017	01/02/2018			1,000,000
DF	SCRIPTION OF OPERATIONS / LOCATIONS / VEHICL	ES (A	CORD	101. Additional Remarks Schedu	ıle, mav h	e attached if mor	e space is requir	red)	···· ·	
	e City of Madison is an additional insured									
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CERTIFICATE HOLDER City of Madison Parks Division						CELLATION		······································		
						SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.				
	P. O. Box 2987 Madison, WI 53701				AUTHORIZED REPRESENTATIVE					



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С	ertificate holder in lieu of such endors	seme	nt(s)	•	LOCUTA	0.7					
PRODUCER					CONTACT NAME:						
Robertson Ryan - Madison Two Plaza East, Suite 650						PHONE (A/C, No, Ext): (608) 848-3365 FAX (A/C, No): (608) 2				237-2493	
330	East Kilbourn Avenue		E-MAIL ADDRESS:								
Milwaukee, WI 53202						INSURER(S) AFFORDING COVERAGE					NAIC#
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								MED EXP (Any one	person)	\$	5,000
								PERSONAL & ADV	INJURY	\$	1,000,000
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	DED X RETENTION\$ 0							Aggregate		\$	2,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY				02/1		02/15/2018	PER STATUTE	OTH- ER		
В	ANY PROPRIETOR/PARTNER/EXECUTIVE	N/A		072579.102		02/15/2017		E.L. EACH ACCIDE	NT	\$	100,000
	OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	ا (۱۳۰۰					E.L. DISEASE - EA	EMPLOYEE	\$	100,000	
	If yes, describe under DESCRIPTION OF OPERATIONS below			1				E.L. DISEASE - PC	LICY LIMIT	\$	500,000
A	Liquor Liability			2102252		01/02/2017	01/02/2018				1,000,000
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DES	CRIPTION OF OPERATIONS / LOCATIONS / VEHIC	LES (ACORE	│ D 101. Additional Remarks Schedu	ule, may b	e attached if mo	re space is requi	red)			
City	of Madison is an additional insured AT	IMA i	in reg	ards to the contract with t	he abo	ve named ins	ured for the '	'It's Glow Time"	event. Co	overag	e includes
\$1,0	\$1,000,000 limit for Liquor Liability coverage.										
1											
CE	RTIFICATE HOLDER			AMBINE .	CAN	CELLATION					
								DESCRIBED POLI			
	City of Madison					THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.					

City of Madison P. O. Box 2987 Madison, WI 53701

AUTHORIZED REPRESENTATIVE

POS SALES RECEIPT

Receipt # Payment Date: Household #:

491076 01/19/17 37534

City Of Madison Parks Div 210 MLK Jr. Blvd, Rm 104 Madison WI 53703

Phone: (608)266-4711 www.cityofmadison.com/parks

RACE DAY EVENTS RYAN GRIESSMEYER 1801 BRINGOLD DR VERONA WI 53593 ryan@racedayeventsllc.com

Hm Ph: (608)444-2261

Cell Ph:

POS Transac Misc: Quantity:	tion Details STREET-USE APP FEE, 50233 1	<u>Fees + Tax</u> <u>Discount</u> <u>Prev Paid</u> <u>Cur P</u> 100.00 0.00 0.00 100	aid Amount Due 0.00 0.00
Processed on 0	1/19/17 @ 13:45:52 by PKMJC	FEES CHARGED ON NEW LINE ITEMS (+) DISCOUNT APPLIED AGAINST THESE FEES (-) NEW AMOUNT DUE	100.00 0.00 100.00
		PREVIOUS NET HOUSEHOLD BALANCE TOTAL DUE	0.00 100.00
		NEW FEES PAID ON THIS RECEIPT (-) TOTAL PAID	100.00 100.00
		NEW NET HOUSEHOLD BALANCE	0.00

Payment of ==>

100.00 Made By ==> CHECK With Reference ==> 6797

LAKE MONONA 20 KM RUN/WALK 5/6/17 9AM-12PM