

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: PurpleStride Madison 2017

Event Organizer/Sponsor: Pancreatic Cancer Action Network

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

☒ Yes ☐ No

**MANDATORY: State Sales Tax Exemption Number:**

ES#: 33-0841281

**OPTIONAL: Federal Tax Exempt Number:**

Address: 1500 Rosecrans Ave. Suite 200

City/State/Zip: Manhattan Beach, CA 90266

Primary Contact: Cassandra Clark

Work Phone: 310-706-3355

Email: cclark@pancan.org

Phone During Event: 760-917-0448

Website: purplestride.org/madison

FAX: 310-725-0029

Secondary Contact: Kelly Papanek

Work Phone: 310-706-3350

Email: kpapanek@pancan.org

Phone During Event: 815-260-0755

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: Pancreatic Cancer Action Network

Estimated Attendance: 1600

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☒ Yes ☐ No

Hours: 8:00am to 11:00am

## 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: Warner Park Neighborhood

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: May 6, 2017

Event Start and End Times: 8:00am-11:00am

Rain Date (if any): NA

Set-Up Start Time: May 5, 9:00am

Take-Down Start Time and End Times: May 6, 11:00am

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

CC 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 Cassandra Clark

Date 1/13/17

# PURPLESTRIDE<sup>®</sup>

MADISON 2017



## ROUTE MAP

Warner Park

Date: May 6, 2017

Registration Opens: 8:00 AM

Opening Ceremonies: 9:00 AM

Run/Walk Begins: 9:30 AM



Thank you for participating and creating hope for the pancreatic cancer community!

PANCREATIC  
CANCER  
ACTION  
NETWORK

## PARK EVENT SCHEDULE

- The schedule begins when event setup starts and ends when cleanup of the event area is complete, all equipment is removed and the park is available for regular use.
- The schedule should encompass all activities planned for the event, including but not limited to:
  - » Vending: when vendors will set up, hours of operation, tear down, leave park
  - » Music/Performances: stage setup, performance schedule, tear down
  - » Displays, Exhibits, Demonstrations: setup, open hours, tear down, leave park
  - » Run/Walk/Parade, etc.: when staging starts, start time(s), end time(s)
- Please format your schedule in the following manner:
  - » Time (or time span): Activity

Example:       8:00 a.m.: Setup  
                  9:00 a.m.: Event Begins  
                  11:00 a.m.-12:00 p.m.: Cleanup

### ***Provide Detailed Event Schedule:***

Friday, May 5, 2017

9:00 AM – Set-up Tents and Tables at Baseball diamonds next to Sherman Ave.

5:00pm- Set-up complete

Saturday, May 6, 2017

5:30 AM – Set-up Start/Finish Line at parking lot

6:00 AM – Signage, mile markers and aid stations along courses

8:00 AM – Registration and Participant Check-in opens

9:00 AM – Opening Ceremonies begins (will included any TBD performances)

9:10 AM – Race Announcer begins announcements

9:30 AM – 5k Run starts

9:45 AM – 2M Walk starts

10:45 AM – 5K Run Ends

10:50 AM – 2M Walk Ends

10:50 AM – Kids Run

11:00 AM – Event clean up begins

2:00 PM – Park cleared of event day

# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "PurpleStride Madison 2017" will be held May 6, 2017 at Warner Park.

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "PurpleStride Madison 2017" (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: Cassandra Clark.

### 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 / ☐ will not have on-site EMS (Ryan Bros. Ambulance, (608) 257-9591 )
- 3. We ☒ will / ☐ will not have on-site Police or Security (Securitas, Guard still TBD)

### 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 Cassandra Clark 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 Cassandra Clark will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
- 4. There are very limited provisions for sheltering participants in the event of 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.

### 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**

- 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 / ☐ has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
- 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.
- 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: Cassandra Clark.
- 6. Parking for vendor and staff vehicles will be: Warner Park Parking Lot.
- 7. Parking for attendee vehicles will be: Warner Park Parking Lot.

#### **V. CONTACT INFORMATION**

Primary Contact	Catherine Villaverde	310-706-3355
Secondary Contact	Jerry Kempfer	608-241-7093
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

# Safety Plan

## **Ambulance and EMT's**

Ryan Bros. Ambulance will have one ambulance dedicated to cover the course. This unit will be located inside Warner 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 Warner Park parking lot - Portable Bathrooms will be placed near start/finish area
- Sheridan Dr where the bike path enters Warner Park - 2 Portable Bathrooms 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.

- 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!