

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Madison Half Marathon (Spring)

Event Organizer/Sponsor Madison Festivals, Inc.

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

☒ Yes ☐ No

If Yes, provide State of Wisconsin Tax Exempt Number 022952

Address 5876 Executive Dr. Suite B

City/State/Zip Fitchburg, WI 53719

Primary Contact Ryan Richards

Work Phone 608-276-9797

E-mail richards@madisonfestivals.com

Website www.madisonmarathon.org

Secondary Contact Erin Dougherty

Work Phone 608-310-7291

E-mail erin@madisonfestivals.com

FAX 608-276-9780

Phone During Event 608-209-6958

Phone During Event 920-420-7137

Annual Event?

☐ Yes ☐ No

Charitable Event?

☐ Yes ☐ No

If Yes, name of charity to receive donations: Various local non-profit organizations

Estimated Attendance 21,000 over 2 days

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 6:00PM to 10:00 PM Saturday 5/27

☐ Yes ☐ No

EVENT CATEGORY

6:30am

12:00pm Sunday 5/28

☐ Run/Walk

☐ Music/Concert

☐ Festival

☐ Rally

☐ Parking (i.e., bagging meters)

☐ Other _____

LOCATION REQUESTED

☐ Capitol Square (note specific blocks below)

☐ Podium/700-800 State Street

☐ 30 on the Square (a.k.a. top of 100 block of State Street)

☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: MLK Jr. Blvd 100 and 200 blocks, E. Wash 100 block, Carroll St., Pinckney St.

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 5/27-5/28/17

Rain Date(s) None

Event Start Date(s)/Time(s) 5/27/17 8pm; 5/29 7am

Set-Up Date(s)/Time for Event 5/27 2p-10p

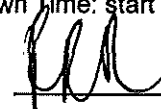
Event End Date(s)/Time(s) 5/27/17 10pm; 5/28 12:30pm

Take-Down Time 5/28 4pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

I/We waive the 21-day decision requirement.

 (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statutes and laws.

Signature _____

Date 5/26/17

2017 Event Schedule

Thursday, May 25

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

Saturday, May 27

- 8:00am – the 100 block of E. Washington and 100 block of MLK are closed for set up
- 3:00 pm – Start and finish line set up begins on Main St., and Pinckney St. portable restrooms delivered to the Square and to course locations
- 6:00pm – 5k and 10K Course set up begins
- 6:00pm – “Post-Race Party” opens – beverage, beer, merchandise and food sales available
- 6:00pm – Amplification begins at the 5K/10K start line on Mifflin St.
- 6:30pm – Kids Races take place. Kids run once around Capitol Square
- 8:00pm – 5k and 10K race begins
- 10:00pm – 5K/10K race concludes, beer vending ends

Sunday, May 28

- 2:30 am – Course set-up begins
- 5:00 am – Intellasound arrives to set-up start line sound system
- 5:00 am – Timing company arrives to set-up start line
- 6:30 am – Race announcements begin
- 7:00 am to 7:15am Wheelchairs and half marathon start. Merchandise, food and beverage sales begin
- 7:01 am to 11:30 am – Ongoing race management
- 8:00 am – Volunteers/vendors begin course pick-up
 - Coolers
 - Water Bottles
 - NO PARKING signs
- 10:30 am – Last runner crosses finish line
- 10:45 am - Amplification ends, merchandise, food and beverage sales end
- 2:30 pm – Course is checked, tear-down is finished

Site Map – Attached

Safety and Security Plan

Officers from the Madison Police Department, Madison Fire Department, UW Police Department will be stationed in the EOC and on the courses to oversee race progress. Private security will oversee security at the start/finish lines. Additional staff will include Madison Marathon senior staff and the communications coordinator.

Security

- 1 Madison police motorcycle escort will lead the half marathon 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.
- Maple Bluff police officers will be posted along that section of the course.
- Madison Marathon course marshals and volunteers will also be posted throughout the course.
- Private security personnel will be present at the start and finish lines to maintain crowd control.

Safety

- UW Health physicians supported by additional professionals will staff the finish line medical aid tent.
- UW Sports Medicine professionals will be posted at medical stations throughout the course.

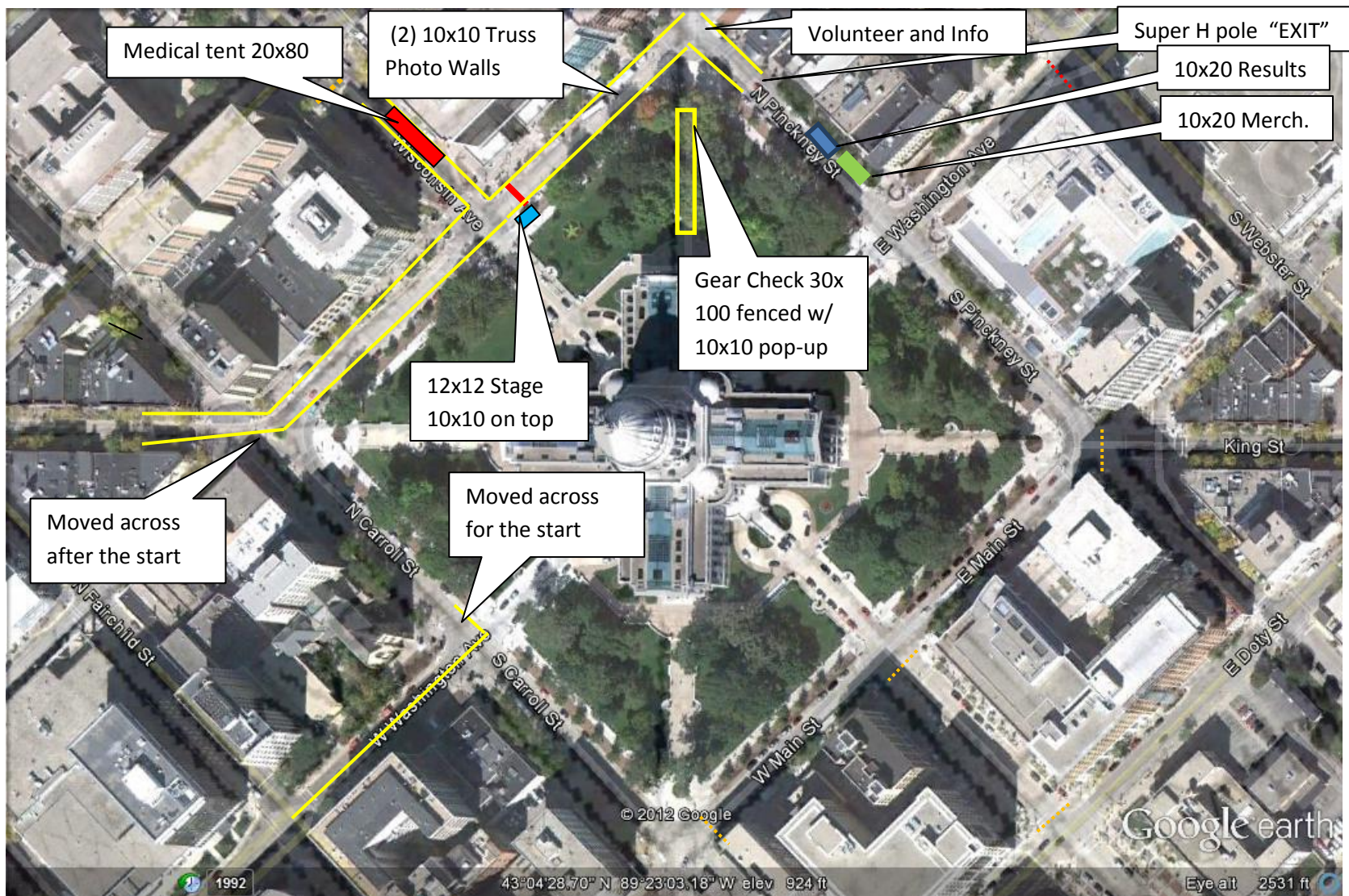
- UW Sports Medicine professionals on bicycles will be present to reach runners on the course.
- Madison Fire Department paramedics on bikes will be present to aid participants on the course.
- Madison Fire Department paramedics will staff a chase vehicle to reach injured runners.
- Town of Madison paramedics will be present at the finish line to aid participants.
- Madison Marathon bike escorts will be available on the course to aid runners.
- Madison Festivals has a crisis communications plan to handle shelter for severe weather and runner emergencies

Recycling Plan

Madison Marathon will utilize City of Madison receptacles for recycling during the event, May 28 and 29, 2016. Receptacles will be placed along the start and finish line streets along with trash cans. Madison Marathon 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. The Madison Marathon uses recyclable containers when at all possible.

Notification Schedule

Downtown businesses have been notified with the help of Madison Central Business Improvement. Madison Festivals 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 email correspondence 7-10 days prior to the event. Arboretum residents will be notified via email correspondence starting in May.



2017 Madison Half Marathon and 5k/10k – No Parking (1/26/2017)

For Saturday/Sunday- Meters, signs and load zones, Need parking clear by 8:00 am Saturday

100 Block MLK

200 Block MLK

100 Block E. Washington

100 Block W. Washington

The Square, Main St., Pinckney St, Mifflin St., Carroll St.

No Parking on 10k route – parking cleared by 7:00 pm; Race starts at 8:00 pm These will carry over through Sunday. Meters, signs and load zones.

Wisconsin St. – No parking between Dayton and Langdon

Langdon – No parking between Wisconsin and Park St.

Breese Terrace – No Parking on Camp Randall side between Monroe St. and University Ave.

No Parking on 5k route – parking cleared by 7:00 pm; Race starts at 8:00 pm. These will be Saturday night only. Meters, signs and load zones.

W. Mifflin between N. Henry and N. Bedford.

W. Washington between N. Bedford and Fairchild.

Johnson St. between Wisconsin and Frances St. south side only

For Sunday Morning – parking cleared by 6:00 am; Race starts at 7:00 am Meters, signs and load zones.

Vilas Park Dr. - no parking on either side between Mills St. and Edgewood Dr.

S. Mills St – no parking either side between Vilas Park and Wingra Dr.

Madison St. – No parking either side between Edgewood and Oakland

Manitou Way – no parking either side between Seminole Hwy. and Nakoma Rd.

Monroe St. – no Parking on South side between Regent St. and Nakoma Rd

Edgewood Dr. – no parking on both sides between Vilas Park and Monroe St.

Dayton St. – No Parking on Kohl Center side of street between East Campus Mall and Henry St.

Henry St. – No Parking between Dayton St. and Johnson St.



MADISON TWILIGHT 10K

MAY 28, 2016



Twilight 5k Turn by Turn

Start on Mifflin St.

Left on Carroll St.

Right on W. Washington

Right on Fairchild St.

Right on Dayton

Left on Wisconsin St.

Left on Johnson – against traffic in coned lane

Left on East Campus Mall

Left on Dayton St.

Right on N. Henry St.

Right on W. Mifflin St.

Left on N. Bedford St.

Left on W. Washington – against traffic in coned lane

Right on S. Carroll St.

Left on Main St. to Finish



MADISON TWILIGHT 10K

MAY 28, 2016



Twilight 10k Turn by Turn Directions

Start on Mifflin St.

Left on Carroll St.

Right on W. Washington

Right on Fairchild

Right on Dayton St.

Left on Wisconsin

At Dayton cross to right side of street with traffic on Wisconsin

Left on Langdon on right side of street

Right on Park St. – whole road

Left on Observatory whole road up hill

At top of hill runners move to right side of road

Right at roundabout to turnaround on Walnut St.

Walnut to University Ave

Left on University Ave - in coned lane. No west bound traffic on University

Right on Breese Terrace – on Stadium side of road in coned lane

Left on Regent/Little St.

Cross Monroe St. onto SW Commuter Path

Bike Trail & Randall

Bike Trail & Orchard

Bike Trail and Mills

Left on East Campus Mall from bike path to Dayton St.

Right on Dayton St. runners on right side in coned lane

Right on Henry St.

Left on Mifflin

Right on Fairchild

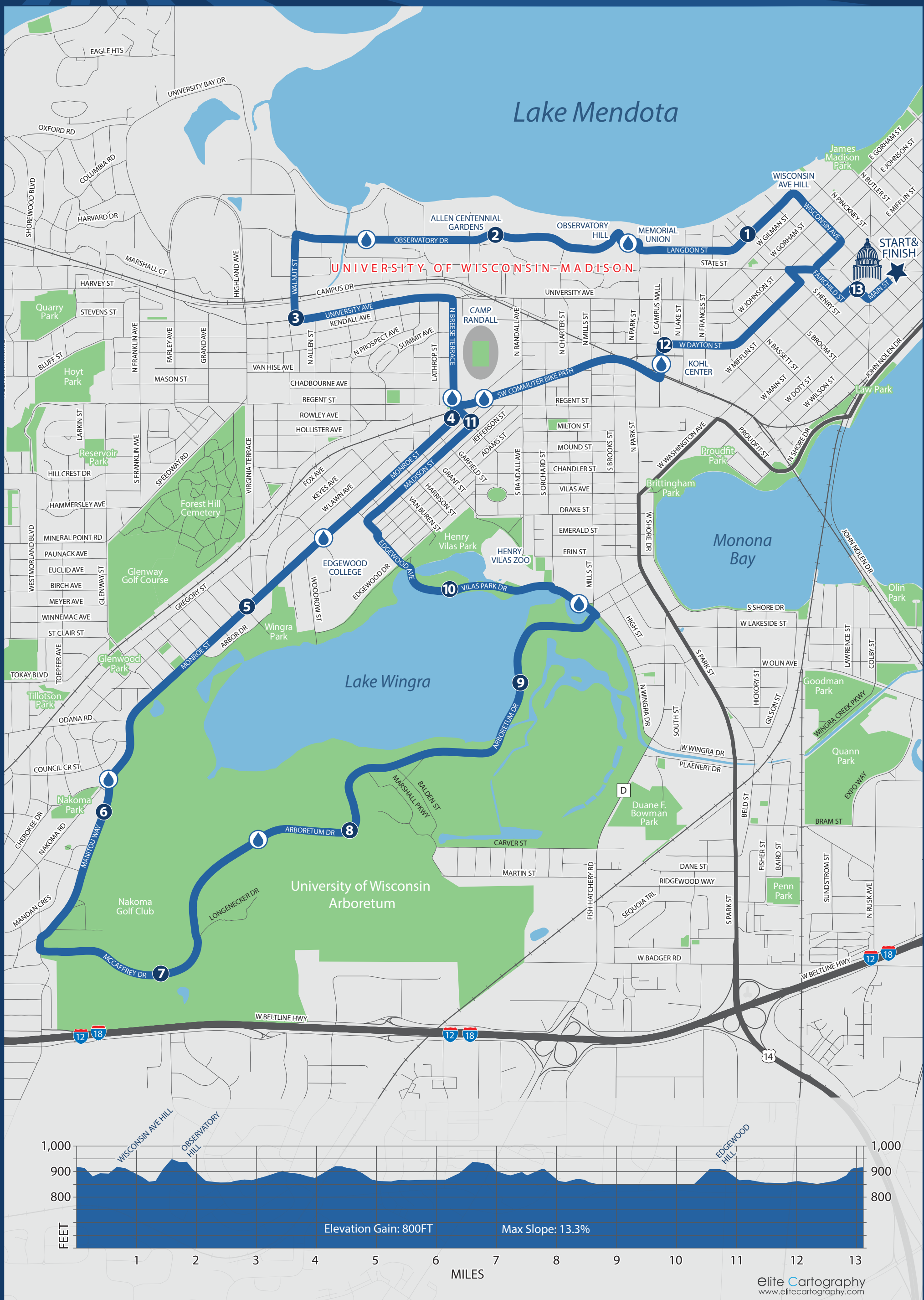
Left side of road to W. Washington

Left on W. Washington

Right on S. Carroll St.

Left on Main St.

Finish on Main St.



Run Madtown Half Marathon Turn by Turn

Start on Mifflin St.

Left on Carroll St.

Right on W. Washington

Right on Fairchild (against traffic)

Right on Dayton

Left on Wisconsin (Left side of road, against traffic)

Left on Langdon (North side of Street)

Right on Park St.

Left on Observatory

Left on Walnut St.

Left on University Ave. (North side of road)

Right on Breese Terrace (Stadium Side in coned lane)

Left on Monroe St.

Left on Nakoma

Left on Manitou Way (on east side of road)

Left on Seminole Highway

Left on McCaffrey Dr.

Left on N. Wingra

Left on Vilas Park Dr.

Straight onto Edgewood Ave.

Right onto Madison St.

Left on Oakland Ave

Right on little St. to SW Commuter Path

Left on E. Campus Mall

Right on W. Dayton St. (Kohl Center side of road)

Left on N. Henry St.

Right on State St.

Right on N. Fairchild St.

Left on W. Washington

Right on S. Carroll St.

Left on Main St. to Finish

5k	Intersection	First Runner	Last Runner
Start	Main St. and MLK	8:05	8:08:00 AM
Mile 1	Dayton St. at Lake St.	8:10	8:25:00 AM
Mile 2	W. Mifflin at Bassett	8:15	8:45:00 AM
Mile 3	State St. at Dayton	8:20	9:05:00 AM
Finish	On Mifflin at Wisconsin Ave	8:22	9:10:00 AM

Average Time in 2015 was 36:03

Average time in 2016 was 35:22

10k	Intersection	First Runner	Last Runner
Start	Main St. and MLK	8:00 PM	8:03:00 PM
Mile 1	Langdon St. and N. Carroll	8:05 PM	8:18:00 PM
Mile 2	Observatory Dr. just east of Babcock Dr.	8:10 PM	8:33:00 PM
Mile 3	Observatory Dr. and Gifford Pinchot Dr.	8:15 PM	8:48:00 PM
Mile 4	University Ave and Princeton Ave	8:20 PM	9:03:00 PM
Mile 5	Southwest Commuter Trail just west of Charter St.	8:25 PM	9:18:00 PM
Mile 6	Dayton St. between Bassett and Broom St.	8:30 PM	9:33:00 PM
Finish	On Mifflin at Wisconsin Ave.	8:33 PM	9:40:00 PM

Average in 2014 was 1:02:55

Average in 2015 was 1:03:14

Average in 2016 was 1:01:41

1/2 Marathon		First Runner	Last Runner	Last Walker
Start	Main St. and MLK	7:00:00 AM	7:03:00 AM	7:05:00 AM
Mile 1	Langdon St. and N. Carroll	7:05:30 AM	7:18:00 AM	7:20:00 AM
Mile 2	Observatory Dr. just east of Babcock Dr.	7:11:00 AM	7:33:00 AM	7:35:00 AM
Mile 3	Highland Ave just south of Observatory	7:16:30 AM	7:48:00 AM	7:50:00 AM
Mile 4	University Ave and Breese Terrace	7:22:00 AM	8:03:00 AM	8:05:00 AM
Mile 5	Monroe St. and Edgewood Colleg Dr.	7:27:30 AM	8:18:00 AM	8:20:00 AM
Mile 6	Monroe St. and Lewis Ct.	7:33:00 AM	8:33:00 AM	8:35:00 AM
Mile 7	Arboretum Dr. and Seminole Hwy	7:38:30 AM	8:48:00 AM	8:50:00 AM
Mile 8	Arboretum Dr.	7:44:00 AM	9:03:00 AM	9:05:00 AM
Mile 9	Arboretum Dr.	7:49:30 AM	9:18:00 AM	9:20:00 AM
Mile 10	Vilas Park Dr. just off of Mills St.	7:55:00 AM	9:33:00 AM	9:35:00 AM
Mile 11	Edgewood Ave just before Monroe St.	8:00:30 AM	9:48:00 AM	9:50:00 AM
Mile 12	Southwest Commuter Trail and Charter St.	8:06:00 AM	10:03:00 AM	10:05:00 AM
Mile 13	Dayton St. and Broom St.	8:11:00 AM	10:18:00 AM	10:20:00 AM
Finish	On Mifflin at Wisconsin Ave.	8:13:00 AM	10:20:00 AM	10:25:00 AM

Average in 2014 was 2:11:41

Average in 2015 was 2:08:51

Average in 2016 was 2:12:28



Emergency Action Plan And Protocol

This outline will serve as a guideline for Madison Festivals, Inc. to handle emergency situations on race day.

EMS Command Post

The EMS Command Post (CP) will be in the Fire Command located on Johnson St. The room 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 via radio with repeater network with cell phones as back-up.

Emergency Management Committee (EMC) will include the designated representative from Madison Festivals (i.e. Board Chair, President), 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. This meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official Marathon position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting.

Race Command - all people in direct radio communications

Andrew Rose – Race representative in Command Center

Ryan Richards – Race Director

Ryan Griessmeyer – Course Director

Brodie Birkel – Marketing Director

Rob Buethling – Announcer

Matt Uftring – UW Sports Medicine

HAM Radio Operators located in Medical tent and at aid stations on course

Race staff at the Start

Race Staff at the Finish

Each Aid station

10 located approximately every 1.5 miles on course

4 Course Vehicles

Sag Van, golf cart shuttles,

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

Cell Phone Numbers

Race Director - Ryan Richards – 608-209-6958

Course Director - Ryan Griessmeyer – 608-444-2261

Marketing/Media - Brodie Birkel – 608-692-9873

Event Operations – Erin Dougherty – 920-420-7137

Volunteer Director – Lori Cerniglia – 608-577-9388

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 St. Mary's, located at 700 S. Park St. These hospitals will be used by choice of patient and/or in the case of less severe injuries. Madison Fire and EMS is the primary transporter for the event.

Medical Tent

The race medical tent will be located on the 100 block of Wisconsin Ave. 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. Dr. David Bernhardt is the Medical Director 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 runners, 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 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 _____ of the Marathon. If you are running to that mile, 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 the Madison Marathon 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, police, and through the event flag system. (The procedures will be provided on the event website, in participant information, 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 Marketing Director or the Race Director; and will be the only spokespeople 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 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 John Patterson will be in the race command center. John will be monitoring weather radar and reports via internet weather websites. John 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 Ryan Richards, 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, Ryan Richards, 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, aid stations, and volunteers on course via the race radios. 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 over race radio. Staff member **MUST** stay with child until reunited with parents. 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 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 911 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.

The event personnel, athletic trainers, and EMTs at the finish line **WILL NOT** treat spectators. If there is a traumatic incident involving spectators, the CP 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, Board President, 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 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.

2017 Event Schedule

Thursday, May 25

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

Saturday, May 27

- 8:00am – 100 block and 200 Block of MLK are closed for set up
- 3:00 pm – Start and finish line set up begins on Main St. and Carroll St. portable restrooms delivered to the Square and to course locations
- 6:00pm – 5k and 10K Course set up begins
- 6:00pm – “Post-Race Party” opens – beverage, beer, merchandise and food sales available
- 6:00pm – Amplification begins at the 5K/10K start line on Mifflin St.
- 6:30pm – Kids Races take place. Kids run once around Capitol Square
- 8:00pm – 5k and 10K race begins
- 10:00pm – 5K/10K race concludes, beer vending ends

Sunday, May 28

- 2:30 am – Course set-up begins
- 5:00 am – Intellasound arrives to set-up start line sound system
- 5:00 am – Timing company arrives to set-up start line

STREET USE AMPLIFICATION PERMIT APPLICATION

By Ordinance, public amplification is not allowed at street use events except with approval of the Street Use Staff Commission. Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of area residents.

FEE: \$100 (per event and not taxed)

EVENT INFORMATION

Name of Event Madison Marathon (Spring)

Contact Person Ryan Richards

Phone # During Event 608-209-6958

Location/Street(s) Capitol Square

Date 5/27 - 5/28/17

TYPE OF AMPLIFIED SOUND

☐ Band ☐ DJ ☒ Sound System ☐ Speeches/Announcements ☐ Karaoke
☐ Other (please specify) _____

Times of Sound 5/27 6pm - 10pm to 5/28 6:30am - 12pm

STREET USE VENDING LICENSE APPLICATION

1-25 vendors..... \$350
26-100 vendors..... \$575
101-300 vendors..... \$800
301 or more vendors \$1350

EVENT INFORMATION

Name of Event Run Madtown

Event Organizer/Sponsor Madison Festivals, Inc.

Address 5976 Executive Dr. Suite B

City/State/Zip Fitchburg, WI 53719

Date(s) of Event 5/23-5/24/15

Rain Date(s) None

Location/Street(s) Capitol Square

Primary Contact Erin Dougherty

E-mail erin@madisonfestivals.com

Work Phone 608-310-7291

Phone During Event 920-420-7137

Vendor Name	WI State Sellers Permit #
1. TBD	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	

STREET USE MARKETING INFORMATION

MARKETING OF EVENT

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

How will this event be marketed, promoted, or advertised? Wisconsin State Journal, Mid-West Family Broadcasting, Ch 27, Website, Social Media, Capital News

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

Yes; 100 Block of MLK

PARKS DIVISION CALENDAR OF EVENTS

The City of Madison Parks Division provides a calendar of events on the internet, in a number of publications and at kiosks located throughout downtown. The information from your permit application is considered public and is used in developing the calendars.

Your event will only be included on the calendars if all permits and applications are approved 60 days in advance (for printed form of calendar) and 30 days in advance (for internet calendar) and your event is open to the public. If this section is not filled out, we will assume you do not want to be included on the calendars.

Official Name of Event Madison Half Marathon & Twilight 5K/10K

Location Capitol Square

Public Contact Phone 608-276-9797

Admission Cost Free

Date(s) of Event 5/27 - 5/28/17

Beginning/End Time of Event 5/27 8p-10p; 5/28 7a-11:30am

Website www.madisonmarathon.org

Two sentence description of event (for Internet calendar)

Madison Marathon highlights our beautiful city and what it has to offer for both residents and visitors while supporting and promoting various local non-profit organizations.

POSTERS FOR CAPITOL SQUARE/STATE STREET KIOSKS

Madison Parks Mall Staff maintains the various enclosed kiosks on the Capitol Square and State St. **Please be aware that this is NOT a high priority for staff.** The posters are changed approximately every 2-3 weeks - depending on staff availability and maintenance duties. It is your responsibility to ensure that you have taken care of other ways to promote your event. You may drop off 12 posters, one month in advance of your event, at the Madison Parks Office, 210 MLK Jr. Blvd, Suite 104.