

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Ironman 70.3 Wisconsin

Event Organizer/Sponsor: USA Triathlon

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: 5976 Executive Dr. Suite B

City/State/Zip: Fitchburg, WI 53719

Primary Contact: Ryan Richards

Work Phone: 608-209-6958

Email: ryan.richards@ironman.com

Phone During Event: 608-209-6958

Website: www.ironman70.3wisconsin.com

FAX: _____

Secondary Contact: Ryan Griessmeyer

Work Phone: 608-444-2261

Email: ryan@racedayeventsllc.com

Phone During Event: 608-444-2261

Annual Event?

☒ Yes ☐ No

Charitable Event?

☒ Yes ☐ No

If Yes, Name of charity to receive donations: Volunteers get to choose

Estimated Attendance: 2200 participants 8,000 spectators (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☒ Yes ☐ No

Hours: 6:00 am to 5:00 pm

EVENT CATEGORY

☐ Run/Walk

☐ Music/Concert

☐ Festival

☐ Rally

☐ Parking (i.e., bagging meters)

☒ Other: Triathlon that starts and finishes in Olin Park

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: see attached map and list

EVENT DATE(S)/SCHEDULE

Date(s) of Event: June 11, 2017

Event Start and End Times: see attached schedule

Rain Date (if any): NA

Set-Up Start Time: _____

Take-Down Start Time and End Times: _____

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

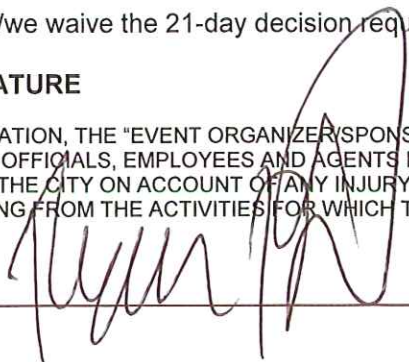


By initialing, I/we waive the 21-day decision requirement.

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

5/17/17

Ironman 70.3 Wisconsin Schedule and street use

Friday 6/9/17 – Olin Turville Ct. Between the gates becomes one-way to the north.

Saturday 6/10/17 – Olin Turville Ct. continues as one-way to the north.

Sunday 6/11/17 – Olin Turville Ct. is closed to traffic between gates. Access is maintained to boat launch. Boaters should use Lakeside St. entrance.

Route for Bike Course

Bicycles follow Capital City Trail under Beltline and cross Nob Hill Rd.

Continue on Capital City Trail to turn right onto South Towne Dr. which becomes Raywood Dr.

Riders continue on loop through Oregon and return through Fitchburg and then back into Madison traveling North on Rimrock Rd. Through the Alliant Energy Center then under John Nolen via Capital City Trail

Route for Run Course

The run course follows the established Lake Monona 20K Route

Runners follow Capital City Trail to south then turn onto Nob Hill Road to the west and then turn around in same lane back to Capital City Trail.

Capital City Trail to Waunona Way

Follow Waunona Way through Paunack Park and into Monona

Once through Monona the runners will deviate from the established loop and run against traffic on Monona Dr. which becomes Atwood Ave.

Runners will turn right onto Lakeland Ave. through park and parking lot and follow along the shore of Lake Monona

Turn left onto Dunning and then right onto Yahara Place

Follow Yahara Place to right on Riverside

Left on Jenifer (Rutlege St. Bridge will be closed for event. All traffic will use Jenifer St. Bridge)

Left on S. Thornton St.

Right on Morrison St.

Right on S. Baldwin

Left on Rutlege St.

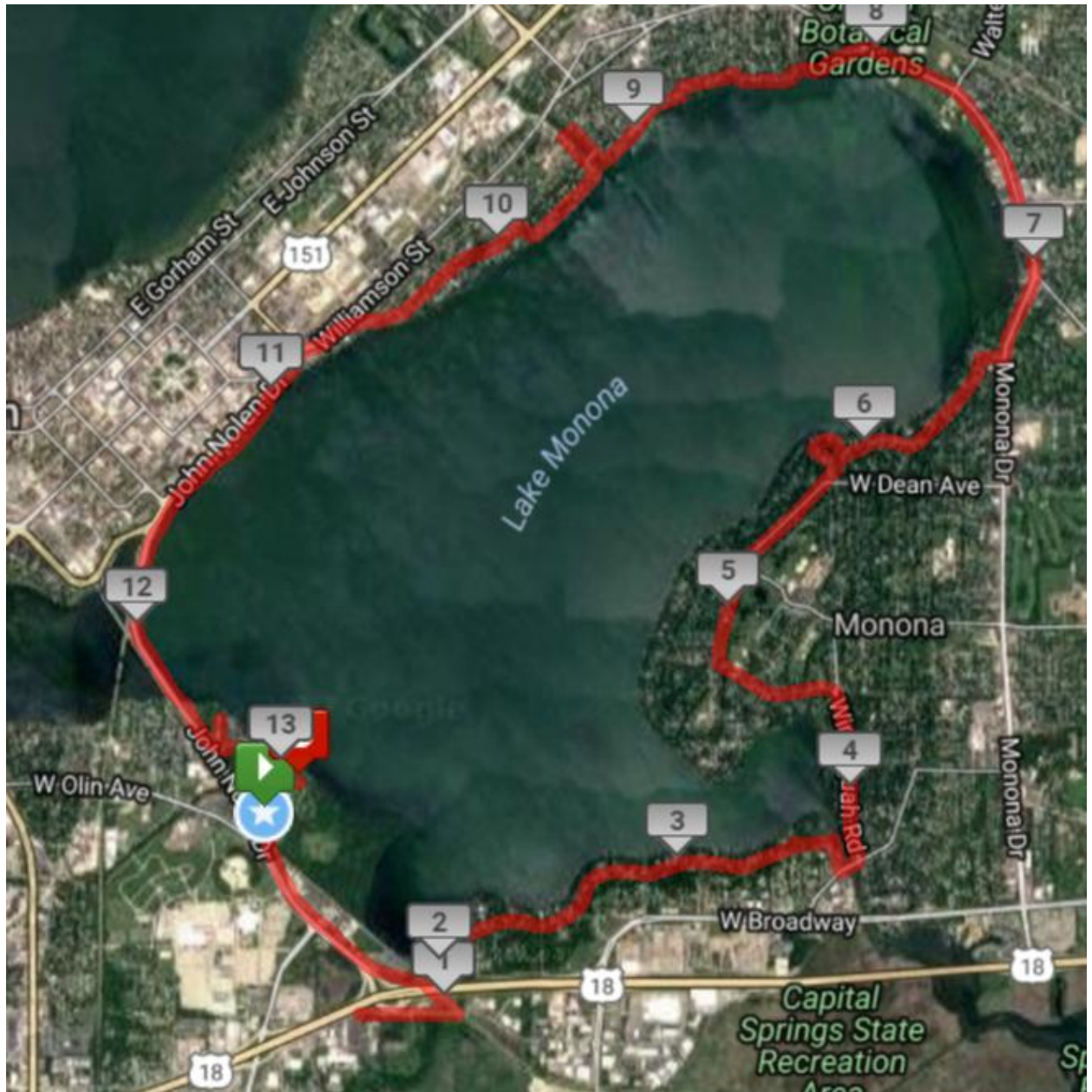
Cut Through Orton Park to Spaight St.

Continue on Spaight St.

Left on Jenifer St.

At Jenifer and Williamson St. follow sidewalk along Williamson St. to Machinery Row and then continue on Capital City Trail.

Right on E. Lakeside to bridge over Wingra Creek follow path to finish at Olin Park.



Bike Course



BIKE COURSE 56 MILES / 1 LAP MADISON, WISCONSIN



TURN BY TURN DIRECTIONS

- Start transition Olin Park
- Proceed out of transition on park road and bike path under highway
- Turn right on Raywood Rd.
- Left on Moorland Rd. (Becomes Lake Farm Road)
- Right on Meadowview Rd.
- Left on Larsen Rd.
- Left on Goodland Park Rd.
- Right on Lalor Rd.
- Right on Murphy Rd.
- Left on Cty Hwy MM
- Left on Schuster Rd.
- Right on Rutland Dunn Townline Rd/E. Netherwood St.
- Left on N. Alpine Pkwy
- Right on Oregon Parks Ave
- Left on Bergamont Blvd.
- Right on Lincoln Rd.
- Left on Glenway Rd.
- Right on Bellbrook
- Right on Tipperary Rd.
- Veer Left on Cty Hwy A
- Veer Right on Frenchtown Rd.
- Right on Schaefer Rd.
- Left on E. Cates Rd.
- Right on Cty Hwy A
- Left on Observatory Hill Rd.
- Left on Paoli Rd.
- Right on Speedway Rd.
- Right on Schaller Rd.
- Right on Hwy 69
- Left on Paoli Rd. (Becomes Sun Valley Pkwy)
- Left on Storytown Rd.
- Left on Purcell Rd.
- Right on Borchert Rd.
- Right on Cty Hwy M
- Left on Fitchburg Rd.
- Right on Whalen Rd.
- Left on Caine Rd.
- Right on Irish Ln.
- Left on Cty Hwy MM
- Right on Rimrock Rd.
- Left on Rusk Ave.
- Follow outside perimeter of Alliant Energy Center
- Exit Alliant Energy Center out Expo Pkwy.
- Left on Olin Ave
- Wingra Creek Bike Path under Olin Ave
- Right on Olin Park Rd. to Transition

LEGEND

TRANSITION AREA

START LINE

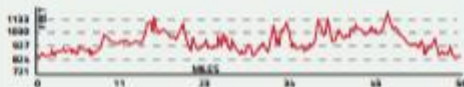
FINISH LINE

MILE MARKERS

WATER/AID STATION
* Tentative locations
subject to change,
approximately every
15 miles



Start Elevation: 858 ft • Finishing Elevation: 858 ft • Gain: 2,327 ft





2017 Safety Operations Overview

Safety Operations Plan

Overview

EMS Operations for IRONMAN are a combination of numerous resources and personnel from a multitude of agencies, both volunteer and career. EMS Operations for the race are part of the overall Ironman Medical Plan and fall under the medical direction of race medical director. Ironman EMS resources; ambulances, personnel, communications/dispatch, and the medical tent, function as their own EMS system with the sole purpose of providing treatment and transportation to the select sub-group of Ironman race participants. Emergent medical care of spectators and the general public is the responsibility of the existing 9-1-1 system and its established providers, agencies, and medical direction. In the event Ironman EMS personnel should be witness to a medical emergency involving someone other than a race participant, they should notify the 9-1-1 system immediately and provide emergent medical care until 9-1-1 system resources can arrive and assume responsibility for the incident.

Each athlete/patient with medical issues will require some careful triage. If you have not received information on the athlete before your arrival on the scene contact EMS Command and supply the athlete's bib number. Race Command has access to the Athlete Medical Database and can inform of any medical conditions that may help assess and treat the patient. Should that athlete continue the race? Do they need transport or a short time to recover and continue on in the race? If they are transported, are they going to the medical tent or to the ER?

Problems such as cramping, nausea, vomiting, exhaustion, abrasions, visual disturbances, corneal abrasions, dehydration, diarrhea, abdominal cramping, mild cases of bronchospasm, mild allergic reactions, mild trauma, and most cases of dizziness can be handled in the medical tent. Suspected cases of hypothermia or hyperthermia without associated altered mental status are also medical tent scenarios if a transport does occur. Suspected hypothermia or hyperthermia associated with altered mental status need to go to the ER. Think of the medical tent as an immediate care facility, not a place for definitive care.

Hypoglycemia can be treated and released with anything that the athlete can access on the course, such as Gatorade, Coke, or Power-Gel. Medications such as oral glucose, 050, or Glucagon will disqualify the athlete regardless if they quickly recover or not. Oxygen is considered to be a medication and it is not readily available everyone, so oxygen administration will medically disqualify a contestant.

Any type of significant trauma needs to go to the ER. Injuries such as concussions, broken collarbones, shoulder separations, ankle fractures, etc., are all worthy of a trip to the hospital for definitive care. Situations of compromised mental status need to be evaluated very carefully. If the patient is slow to respond but oriented he/she should be allowed some time to recover and continue the race before transport to the medical tent is warranted. If the patient has experienced syncope or is disoriented on exam, then it's time to head to the ER.

Any condition you suspect is cardiac related or anything you are uncomfortable with should go to the ER. If you have a question regarding transport destination contact Race Command by radio for a consult. The placement of a cardiac monitor on a patient for observation is not grounds for disqualification on its own. Drug administration, IV infusion, or ambulance transport means the race is over for that individual. Helping an athlete bandage/clean road rash, wrap an ankle, treat blisters, etc. are not grounds for disqualification. If in doubt regarding minor injuries: treat, report treatment and bib number and then send athlete on their way. Ironman Staff will handle race disqualification.

Athletes will obviously be reluctant to abandon the race. Most will have a realistic idea of whether or not continuing is medically appropriate. If a situation occurs where you feel that the athlete should not continue the race and you are not successful in convincing the athlete to withdraw for a trip to the medical tent, contact Race Command and an Ironman Staff member will respond. You have the authority to have an athlete removed from the race for medical reasons if necessary.

If the athlete continues out on the course, provide a race bib number and we will intercept him for this evaluation. Make sure you report the race bib number for proper logging.

EMS Command Post

The Race Command Post will be the South District Police Station located at 825 Hughes Place Madison, WI. The room will contain representatives of Ironman, City of Madison Police, Dane County Sheriff, 911 Dispatch and City of Madison Fire, City of Fitchburg Police, City of Fitchburg Fire, Fitch-rona EMS, Oregon PD and Oregon Fire/EMS area also welcome to be in the Race Command Post . Communication will be handled within each department but by being in the same room, communication will flow freely between groups as necessary. Ironman will communicate via radio with repeater network with cell phones as back-up.

Hard-line for command post – 608-XXX-XXXX

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.

Medical Tent

The race medical tent will be located in Olin Park just off of John Nolen Dr. This is located near the finish but allows for access for medical transports to local hospitals. Each bed group or "pod" is staffed with 2-3 RN/EMT-1, EMT-P, 1-2 LPN/EMT and a non-medical runner. 1 Physician or PA oversees each pod. Each bed is equipped for IV. Oxygen is from the ambulances onsite if necessary. ATC and CMT are also available to support the treatment of athletes.

Dr. Mark Anderson is the medical director cell phone 608-XXX-XXXX
Wisconsin Medicine and Surgery
Jennifer Nale, PA is assistant – 608-516-1220

Medical Tent Layout Diagram

The Swim Course (1.2 miles)

The swim course is a triangular, counter clockwise, 1-loop course. All athletes will have 1 hour and 10 minutes to complete the swim portion. Any athlete not making the time cut-off will be disqualified from the race.

The course will be staffed with kayaks, PWCs, paddleboards and powerboats. Lifeguards will be occupying many of these craft. See swim diagram for representation of location of resources. Any athlete removed from the water requiring ambulance transport is to be immediately taken to the ambulance posted on shore near the the boat launch to the northwest.

When a swimmer in trouble is identified, a lifeguard will sound a whistle and aid the troubled swimmer. Should that swimmer be conscious, he/she will be aided to a non-medical boat for recovery. If his/her condition appears urgent a medical boat will rendezvous for transfer. In the event of an unconscious swimmer being pulled from the water, one of the medical boats will be requested for immediate pick-up. Note: Once the swim starts, it is nearly impossible to stop it. In the event of lightning or an event of catastrophic proportions, race officials will attempt to close down the swim course.

DCS boat will patrol the exterior of the course to keep non-event watercraft away. Divers will be used only for search and body recovery, not for rescue efforts.

The swim will not start until all EMS personnel and equipment are on post and ready. It is not sufficient to be "en route" to post. The event will start at 7:00 am with a rolling start meaning 2-3 athletes at a time every few seconds.

All EMS personnel assigned to swim will meet at boat Launch Ramp at 6:20. **Must be on post by 6:40.**



Swim Course Asset Map

The Bike Course (56 mile loop)

The bike course consists of a 1 loop to the south of Madison. After leaving transition, the athletes will leave following bike path along John Nolen Dr. continuing through Oregon and Fitchburg, before returning to Olin Park via Rimrock Rd. through the Alliant Energy Center. All athletes will have 4 hours to complete the bike course. Athletes not completing the bike course before the time cut-off will be disqualified from the race.

Bike related trauma can occur anywhere, units need to be especially careful to operate safely at all times and to not impede the cyclists if at all possible.

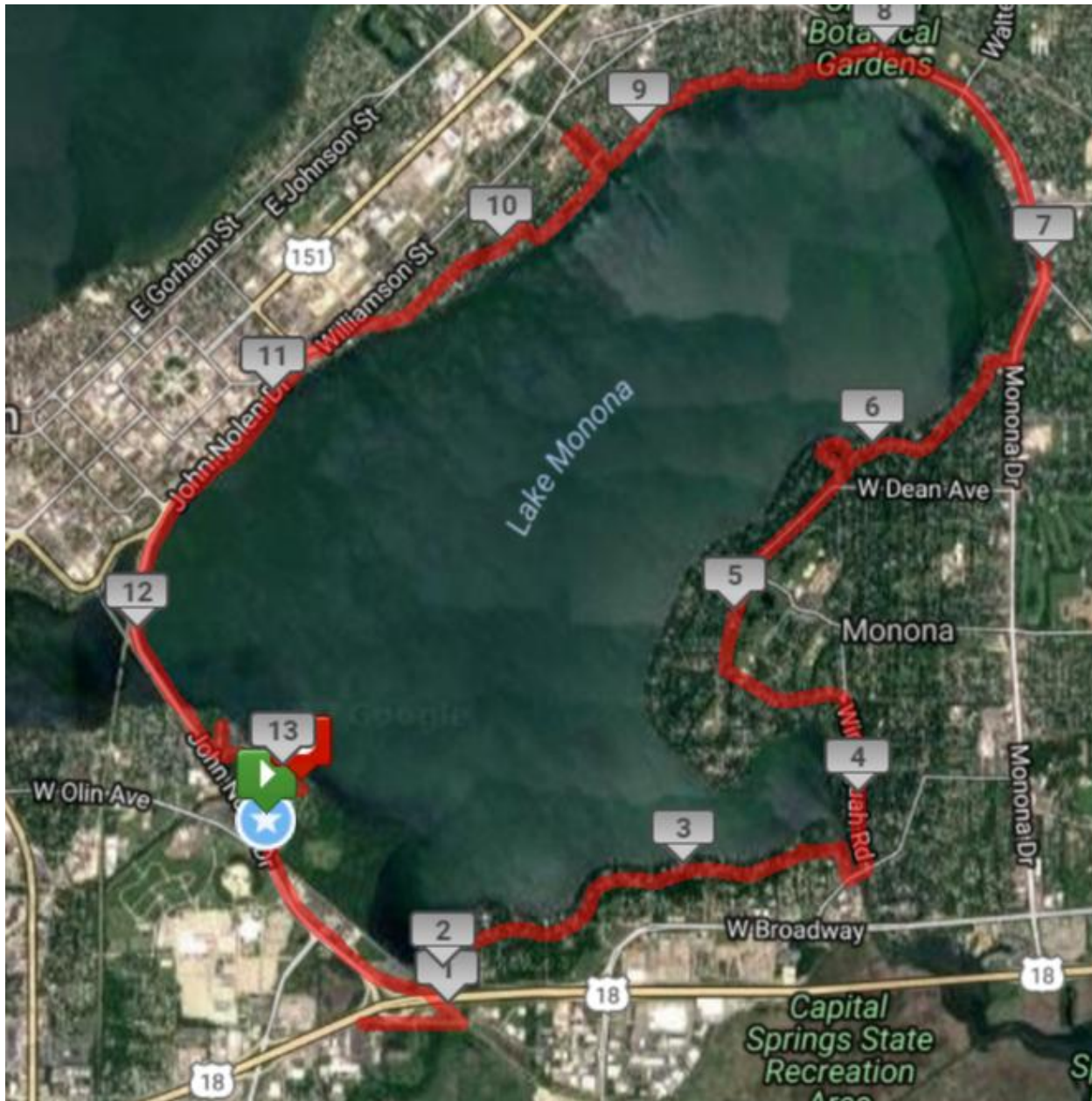
Ambulances for the bike course report directly to their assigned aid station/course locations. Aid Stations are represented by water drop symbol on map. As ambulances respond to athletes with medical problems, some of those athletes will require transport to the medical tent or possibly the hospital, once they deliver a patient to the medical tent they will be reassigned to an open aid station or dispatched directly to an incident on the course. As the last cyclist makes their way around the bike course, ambulances and aid stations will progressively be shut down. Ambulances will be released at this point unless weather and casualty rate for the day dictate otherwise. Ambulances should report to EMS command to clarify their status and to return any equipment or radios before withdrawing.

The Run Course 13.1 Miles

The Run Course is a 1 loop route around Lake Monona. Athletes will have 3.5 hours to complete the run course. Athletes who do not complete the run course before the cut-off will be disqualified from the race. There are 12 aid stations around the route that will provide food, water and Gatorade to the athletes during the race. These aid stations will also serve as pick-up points for athletes that withdraw from the race.

Run Course

Awaiting New Run Course Map



Weather related issues

The Command Center will continuously monitor weather reports including active radar starting 2 hours prior to the swim 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 swim. After race start, weather updates will be broadcast whenever any weather condition of concern is detected. Threshold for lightening is 10 miles. Decisions will also be based on location of lightning as well as direction of travel for the storm.

Inclement Weather

- If the potential exists for hazardous weather the Race Director will inform all swim staff and the race announcer. Announcements will be made regarding conditions as well as updated times for starting.
- The Race Director and Swim Director will decide on the start of the swim by 6:30 am. If conditions prohibit the start of the race, a start delayed to 7:30 am will result in a full swim with the cut off time 1 hour and 10 minutes after the start, all cut off times on the bike and run courses will remain in effect. A start delay until after 7:30 am will require shortening the swim but other legs of the race will remain full course. If by 8:00 am, conditions prohibit the start of the swim but allow for continuation of the race, the swim will be cancelled and a duathlon will start at 8 am. Athletes will be sent off in a time trial format from transition.
- Should hazardous weather arise during the swim, the Race Director will cancel or shorten the swim portion of the event if possible. The Swim Director will then inform all swim captains and boats that the swim has been cancelled. All volunteers will advise the athletes to return to shore.
- If inclement weather occurs after the bike or run portion have 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 and parking structures in the city of Madison.

Communication plan for broadcasting weather issues

Xxxxxx Xxxxxx and Xxxx Xxxxx will be in the race command center. XXXX will be monitoring weather radar and reports via internet weather websites. XXXXX 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, Wayne will be in contact with Ryan Richards, Race Director and Keats McGonigal, Ironman Operations Manager 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 and all 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.

Ironman Race Command - all people in direct radio communications

Xxxxx XXXXXXX – Ironman Communications

Ryan Richards – Race Director

Keats McGonigal – Ironman Operations Manager

Jason Beren – Ironman Swim Course Lead

2 Ironman Staff Swim Course

Swim communication to boats, kayaks on course and spotters on shore via marine band radios

Bryan Mayes – Bike Course Lead

2 Ironman Staff Bike Course

3 bike aid stations

1. Bergamont Blvd and Augusta Dr. Oregon, WI
2. Fritz Rd north of County A
3. Fitchburg Rd

3 Bike Mechanics

2 Spotters/Officials on bike course

2 Bicycle sag vehicles

Ben Rausa– Run Course Lead

2 Ironman Staff Run Course

12 run aid stations

1. XXXXXX
2. XXXXXX
3. XXXXXX
4. XXXXXX
5. XXXXXX
6. XXXXXX
7. XXXXXX
8. XXXXXX
9. XXXXXX
10. XXXXXX
11. XXXXXX
12. XXXXXX

2 Run Sag vehicles

2-5 staff on-site near finish

Communications to spectators will be made via loudspeaker announcements located at Olin Park (Start, Transition and Finish)

Lost Child Plan

Any child that is separated from their parents, near the race site, will be brought to the announcer stand. There will be an announcer stand at the swim start, in transition as well as at the finish. The announcer will announce the lost child and ask parents to come to announcer stand. It will also be announced over race radio. Staff member will 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 Ironman command so MPD and/or DCS are aware of situation on

site. Announcer will also ask for people to look for child and bring them to the announcer tower. Likewise as MPD or DCS are approached regarding missing child, it should be communicated to race command so it can be broadcast to Ironman Staff.