

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Run Santa Run SK

Event Organizer/Sponsor: Race Day Events

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 Drive suite B

City/State/Zip: Fitchburg MA 01525

Primary Contact: Brodie Birkel

Work Phone: 608-896-5755

Email: Brodie@racedayeventsllc.com

Phone During Event: 608-692-9873

Website: RunSantaRunSK.com

FAX: 608-276-9780

Secondary Contact: Ryan Grossmeyer

Work Phone: 608-316-5755

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: Still TBD

Estimated Attendance: 3000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

Hours: 12pm to 5pm

☒ Yes ☐ No

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: See attached map

EVENT DATE(S)/SCHEDULE

Date(s) of Event: 12/2/17

Event Start and End Times: 2pm - 4pm

Rain Date (if any): N/A

Set-Up Start Time: 10am

Take-Down Start Time and End Times: 6pm

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

Yes 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

10/10/17



2017 Run Santa Run 5K Schedule

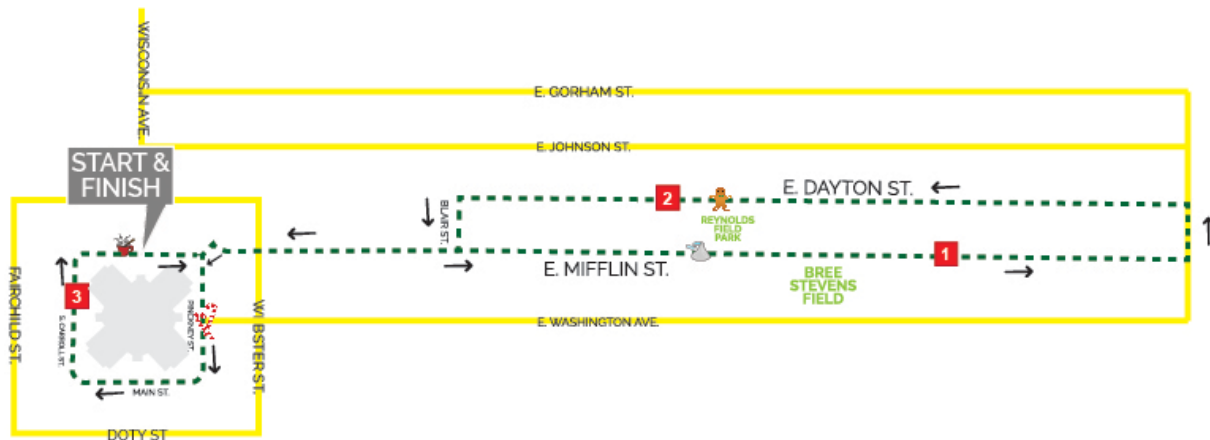
10:00 am	Mifflin St. closed between Wisconsin and West Washington St. for start/finish set-up and registration area set-up Traffic on Square between W. Washington and Wisconsin St. is as normal. Metro can go down State St. from Square but would need to turn off on N. Fairchild on way back up State St.
12:00 pm	Square closed to traffic
2:00 pm	Race Starts
3:15 pm	Race Complete
3:30 pm	Square open to traffic again. Between State Street and W. Washington would remain closed for tear down.
5:30 pm	Loading complete, all race vehicles removed and square is open as normal

2017 Run Santa Run 5K Clean-Up/Recycling Plan

- Dumpster to be located on Wisconsin Avenue
- Garbage cans and recycling bins will be available at the start/finish line and at the stops on the course to ensure proper clean-up

2017 Run Santa Run 5K Police and Fire/EMS Needs

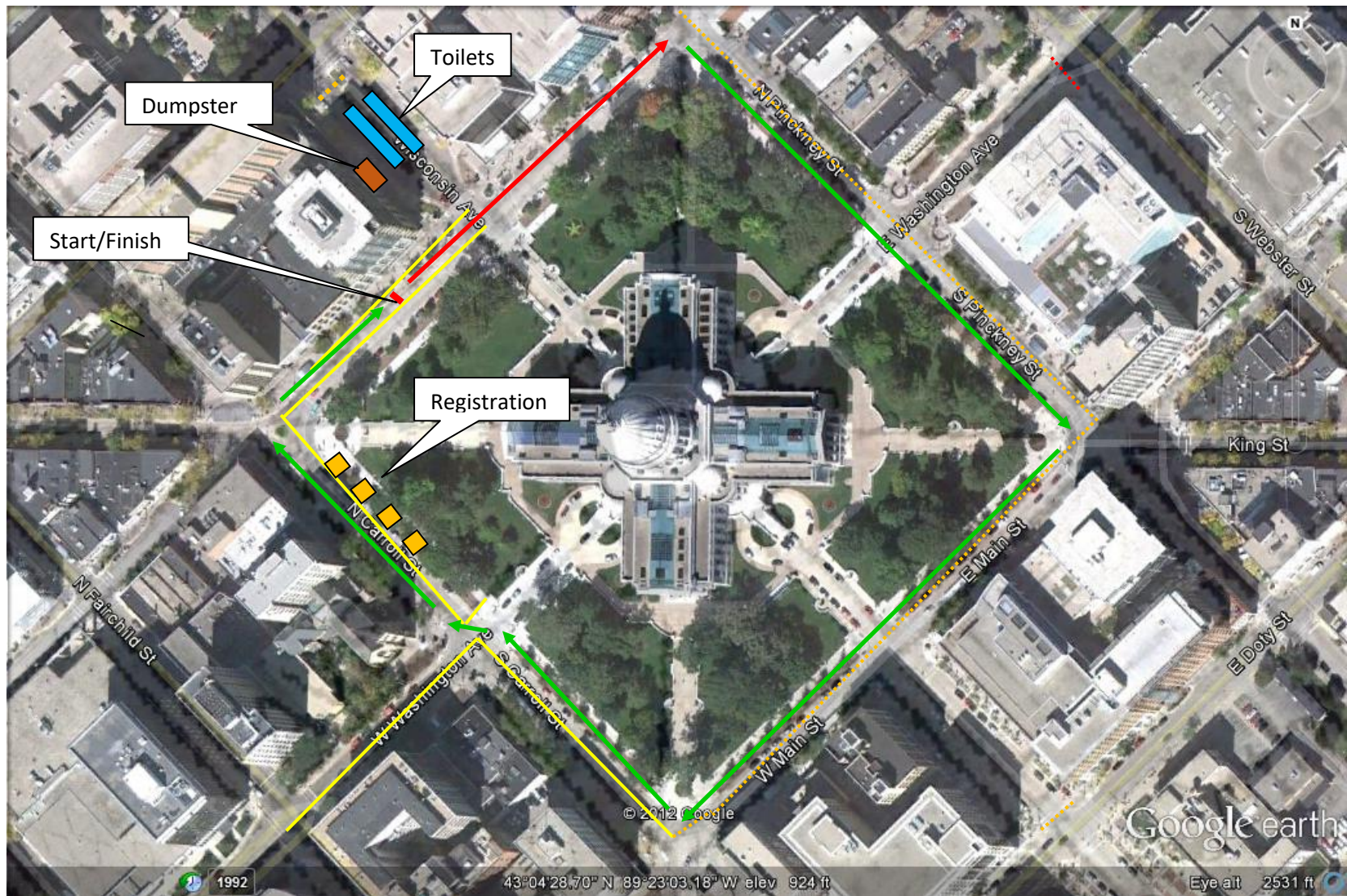
- Madison Police will no park north side of Mifflin Street and south side of Dayton St as needed and will be needed for traffic control at the event.
- Race Day Events will need to bag meters on Wisconsin Street for dumpster and portapotties.
- Madison Fire to provide one ambulance to stage at Wisconsin Street and the Square for any emergencies.



	COOKIE STATION
	KISSING STATION
	CANDY CANE STATION
	HOT CHOCOLATE

**All courses are PRELIMINARY pending permits and approvals.
All vstation locations subject to change*

Start at Mifflin and Wisconsin
Continue east on Mifflin to N. Baldwin
Left on N. Baldwin to Dayton
Left on Dayton Street to Blair St
Left on Blair St to Mifflin
Right on Mifflin to Pinkney
Left on Pinkney to Main St
Right on Main St. to Carrol St.
Right on Carrol St to the finish line at Wisconsin.





Emergency Action Plan And Protocol

Run Santa Run 5K

Updated for the 2017 Event Season

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

EMS Command Post

The Event Command Post will be located On the Capital Square near the start/finish line on Mifflin St. 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. Medical emergencies will use the 911 system.

Event Command - all people in direct radio communications

Brodie Birkel – Race Director:	608.692.9873
Lori Cerniglia – Volunteer Director:	608.577.9338
Rob Beuthling – Announcer:	608.345.1975

Communication to spectators will be made via loudspeaker announcements located the Start and Finish Line on Mifflin St.

Hospital Transports: The primary hospital for transports UW Hospital (600 Highland Ave, Madison, WI 53792). Other hospitals include St Mary’ s 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: There will not be a designated medical area established due to distance and nature of 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, high-speed winds, 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 vehicles and/or 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 have informed us that dangerous weather 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 Madison 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 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 the run will be delayed _____ 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 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 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 Directors 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:

They will be monitoring weather radar and reports via internet weather websites.

Should inclement weather be forecasted/threatening the race, 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 Madison 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 back-ups 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 Race Director; and will be the only spokesperson 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 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. 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 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. Only call 911 for serious injury, not sprains or scrapes. Event personnel will be available to provide rides back to start/finish line.

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.

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?
If Yes, please continue. If No, skip this form.

☒ Yes ☐ No

EVENT INFORMATION

Name of Event: Run Santa Run 5k

Contact Person: Brodie Birkel

Location: Capitol Square Date: 12/2/17

Type of Amplified Sound:

☐ Band ☐ DJ ☒ Sound System ☐ Speeches/Announcements ☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: 12/2/17 Time: 12pm - 5pm

STREET EVENT MARKETING INFORMATION

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

Do you have marketing information?

If Yes, please continue. If No, skip this form.

☒ Yes ☐ No

How will this event be marketed, promoted, or advertised?

Email, Flyers, race inserts, Facebook, website

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

Nothing planned.

PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: Run Santa Run 5K

Location: Capitol Square

Public Contact Phone: 608-316-5755

Website: www.RunSantaRun5K.com

Admission Cost: \$25-45

Date of Event: 12/2/17

Beginning/End Time of Event: 2pm - 4pm

Two sentence description of event (for internet calendar):

Bring your holiday cheer to Madison's Capitol Square for the most festive 5K of the year. Join us at the 5th annual Run Santa Run.