

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Jerry Kempfer
Run Strong Madison
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Madison, WI 53704
Email: Info@startinglineevents.Com
Phone: (608) 243-9593

Contact During Event

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Event Information

Name of Event: Rockin Chocolate Marathon

Event Type: One Day

Estimated Attendance: 1200

Is this a new event: No

Event Additional Information

Run/Walk: ☒

Music/Concert: ☐

Festival: ☐

Rally: ☒

Parade: ☐

Posting no parking signs or bagging meters? ☒

Other: ☐

If other, please describe:

Site Map

Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

A helpful online resource for route mapping is: [Map My Run](#)

I understand I must attach site map and route map with this application, if applicable: ☐

Location Information

Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

Lake Loop around Lake Monona

Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
09/01/2018	1:00 am	09/01/2018	7:00 am	09/01/2018	2:30 pm	09/01/2018	2:30 pm	

Temporary (Picnic/Beer) Licenses

Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$):

No

Will beer/wine be served (Free of charge)?:

No

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: *

☐

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event:

☐

If the Temporary (Picnic/Beer) License is denied will the event occur?:

No

Street Use Event Vending License

If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required:

☐

Will food and/or merchandise be sold?(\$):

No

Estimate number of vendors:

Public Amplification Permit

If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

☐

Start Date	Start Time	End Date	End Time	Rain Date
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SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan:

☒

Equipment Rental - Downtown events only.

Will you need equipment rental from the City of Madison?(\$):

No

Trash Barrels:

0

Recycling Barrels:

0

Dumpsters:

0

Electrical Adaptors:

0

Marketing

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

Do you want this included in the Madison Parks calendar of events?:

No

Acknowledgement

If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement: ☒

Indemnification

THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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.

I have read the Acknowledgement: ☒

Signature

Signature: Jerry R Kempfer

Date: 07/27/2018

SUMMARY OF EMERGENCY COVERAGE

BIKE PATROLS

We will have 4 bicycle teams dedicated to covering the courses. These units will be equipped with 2-way radios and will be roaming and responding as needed. We will also have 4 medical bike teams patrolling the course with 2-way radios.

AID STATIONS

Each of the on-course Aid Stations will be supplied with water and/or sports drinks. Personnel will also be equipped with First Aid Kits and a 2-way radio to contact the Race Director for further assistance if needed.

AID STATION LOCATIONS

- Every Other Mile Mark along the course
- Ambulance and EMT's located at the finish line
- Bike Patrols will monitor the entire course
- Medical Tent at the finish for minor cuts, bruises and sprains

RACE COURSE MEDICAL PLAN

The start/finish line medical area will be equipped with water, sports drink, food and standard portable medical kits for sprains, cuts etc. The Ambulance will be stationed near the finish line for any potential transports. 911 will be used for any life-threatening emergencies. Every water station will also include a Registered Nurse. Water Stations will be located at every even mile marker and will have two-way radios for each Station Captain.

EMERGENCY PROCEDURES

We will have an updated Emergency Procedure document that will be distributed to all necessary personnel. The document will have a list of names and numbers to contact for different types of emergencies (weather, fire, injury, etc.). The Race Director, Fire, Police, Aid Station Personnel, Bicycle Safety Teams and Various Volunteers will have access to this document.

WEATHER EMERGENCIES

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.

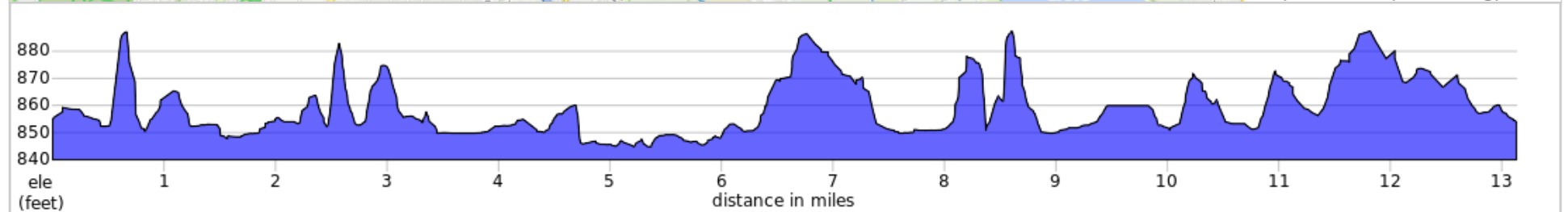
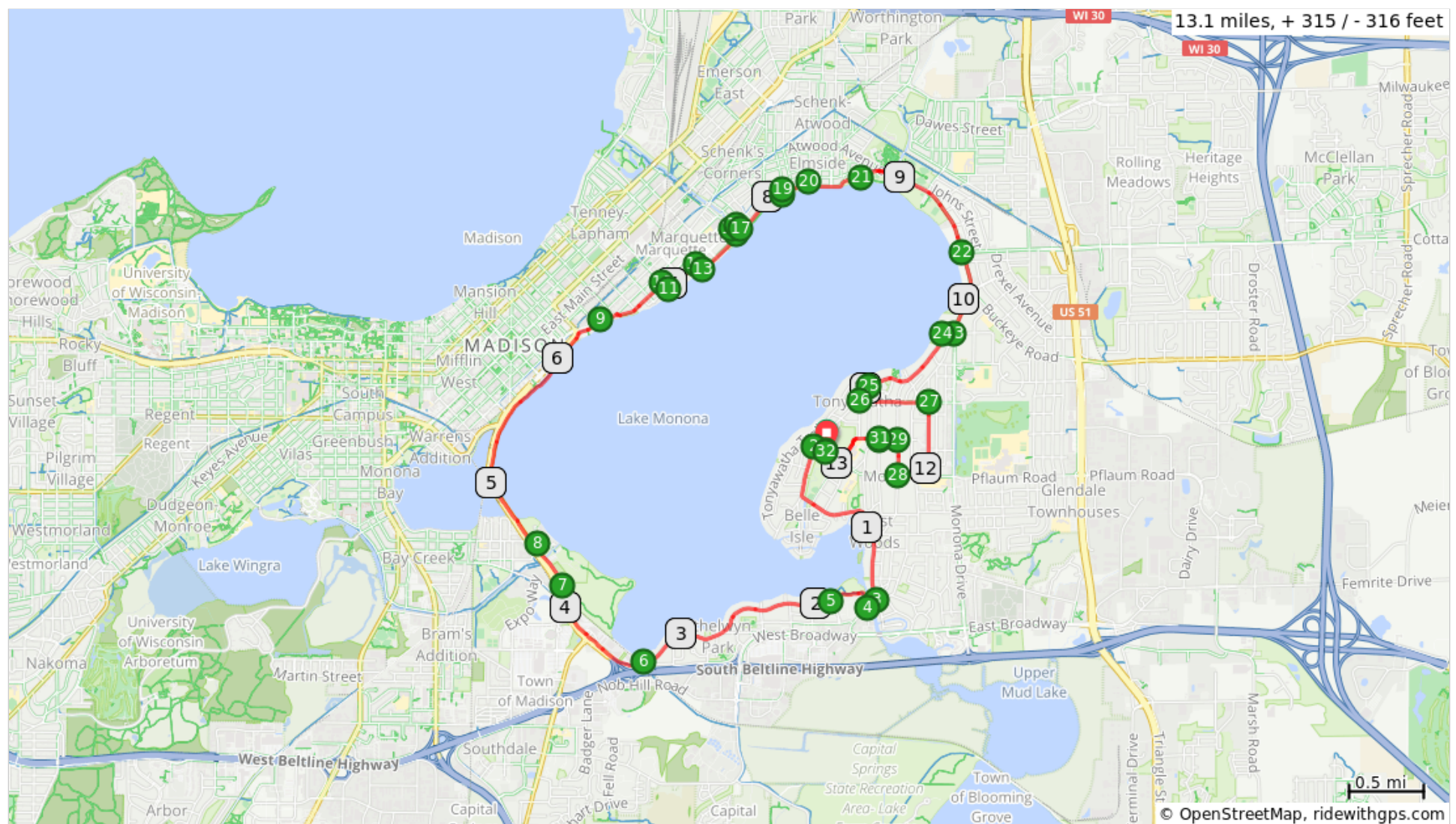
Green Flag - Good Conditions. Everything Is Normal.

Yellow Flag - 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! Used for heat, lightning and tornadoes.

















ROCKIN CHOCOLATE MARATHON 2018



ROCKIN CHOCOLATE MARATHON 2018

Num	Dist	Type	Note
1.	0.0		Start of route
2.	0.1		L onto Winnequah Rd
3.	1.5		R onto Bridge Rd
4.	1.6		R
5.	1.9		Continue onto Waunona Way
6.	3.3		Waunona Way turns slightly L and becomes Capital City Trail
7.	4.2		L onto Olin-Turville Ct
8.	4.5		Continue straight onto E Lakeside St
9.	6.4		Continue onto Jenifer St
10.	6.9		L onto S Ingersoll St
11.	7.0		L onto Rutledge St
12.	7.2		R onto S Baldwin St
13.	7.3		Continue onto Morrison St
14.	7.6		Morrison St turns L and becomes S Thornton Ave
15.	7.6		R onto Rutledge St
16.	7.7		R onto Riverside Dr

7.7 miles. +158/-164 feet

Num	Dist	Type	Note
17.	7.7		Riverside Dr turns L and becomes Yahara Pl
18.	8.1		Yahara Pl turns L and becomes Dunning St
19.	8.1		R onto Lakeland Ave
20.	8.3		R to stay on Lakeland Ave
21.	8.7		Continue onto Lakeland Ave
22.	9.7		Continue onto Monona Dr
23.	10.2		R onto Winnequah Rd
24.	10.3		L to stay on Winnequah Rd
25.	11.0		L to stay on Winnequah Rd
26.	11.1		L onto W Dean Ave
27.	11.6		R onto Schofield St
28.	12.2		R onto Midmoor Rd
29.	12.5		L onto Greenway Rd
30.	12.6		R onto McKenna Rd
31.	12.6		L onto Greenway Rd
32.	13.1		End of route

5.4 miles. +148/-144 feet

