

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Abbey Vanvalkenburg
Race Day Events, LLC
5976 Executive Dr. Suite B
Fitchburg, WI 53719
Email: Abbey@racedayeventsllc.Com
Phone: (608) 316-5755

Contact During Event

Abbey Vanvalkenburg
8318 Red Granite Rd
Madison, WI 53719
Email: Abbey@racedayeventsllc.Com
Phone: (616) 460-5755

Event Information

Name of Event:

Event Type:

Estimated Attendance:

Is this a new event:

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 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:

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
11/10/2018	8:00 AM	11/11/2018	7:00 AM	11/11/2018	2:00 PM	11/11/2018	7:00 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?(\$):

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

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?: Yes

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?(\$):

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
11/11/2018	6:00 AM	11/11/2018	2:00 PM	

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?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

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?:

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: Abbey VanValkenburg

Date: 08/23/2018

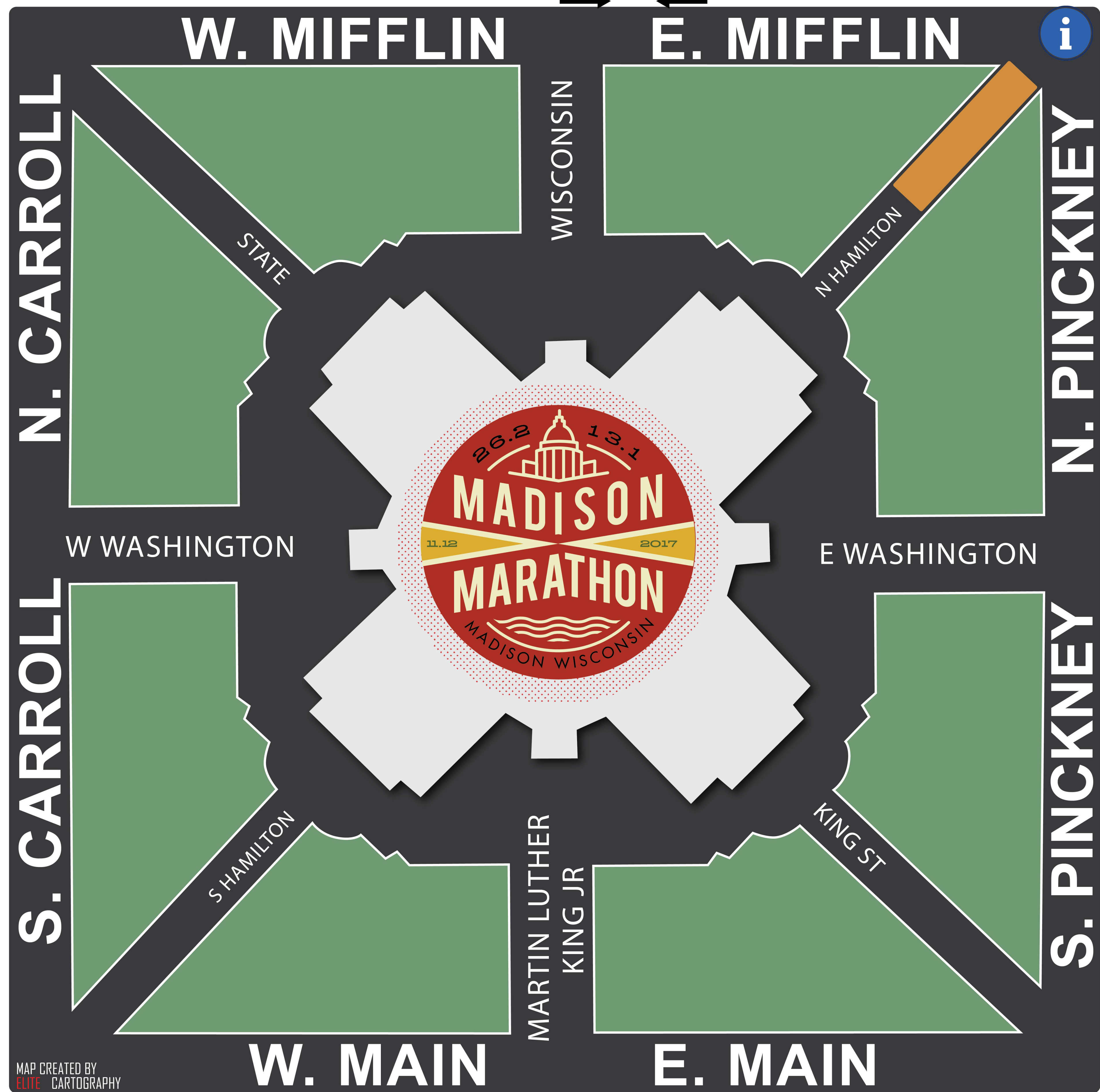
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N



FINISH
START

RUNNER VILLAGE



RUNNER EXIT

MICHELOB ULTRA
POST-RACE PARTY



- RUNNER VILLAGE**
 - MEDALS
 - PHOTO WALL
 - FOOD
 - CHOCOLATE MILK
 - BOTTLED WATER
 - SSM HEAT SHEETS
- GEAR CHECK**

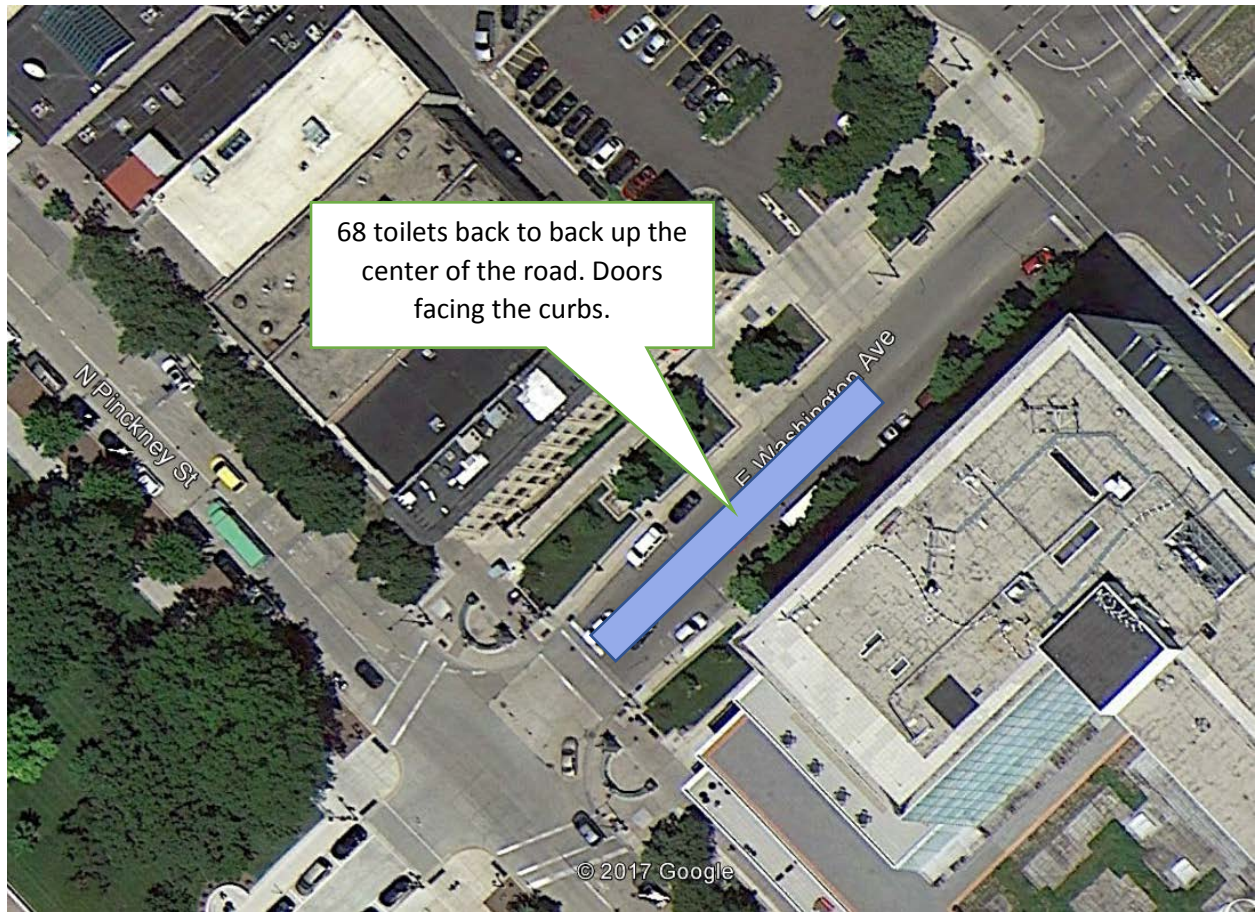
i INFO/
VOLUNTEER CHECK IN

- MICHELOB ULTRA POST-RACE PARTY**
 - SHIRT EXCHANGE
 - CHALLENGE MEDALS
 - FLEET FEET PACERS
 - OFFICIAL MERCH
 - RESULTS
 - MICHELOB ULTRA
 - MUSIC
 - SPONSOR TENTS
 - NAME WALL



S

E





2 - 20yd dumpsters in first 2 stalls on N. Webster closest to E. Washington

Deliver anytime after 7:00 am on Friday 11/10

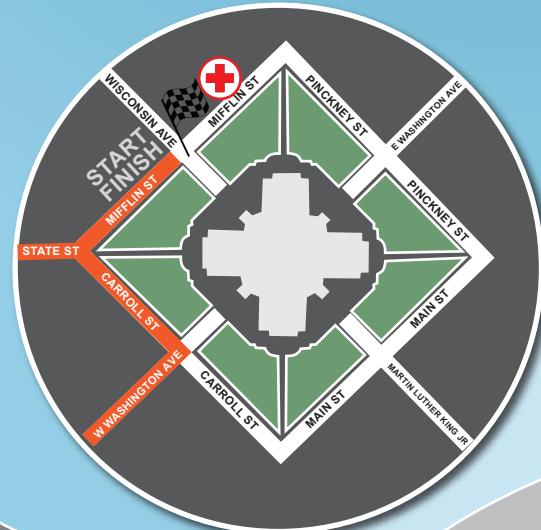


2-30yd dumpsters end to end

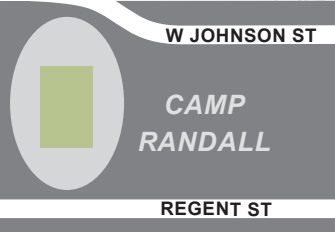
Deliver anytime on Friday 11/10



LAKE
MENDOTA



UNIVERSITY OF WISCONSIN



KOHL CENTER



LAKE
MONONA

DANE COUNTY
REGIONAL
AIRPORT

Bridges
Golf Course

MAPLE BLUFF
COUNTRY CLUB

Warner Park

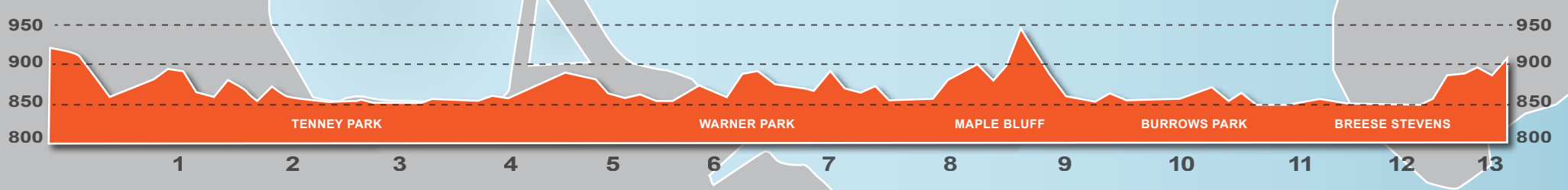
Burrows Park

Tenney Park

Demetral Field

- 1 MILE MARKER
- + MEDICAL TENT
- FLUID STATION
- HALF ROUTE

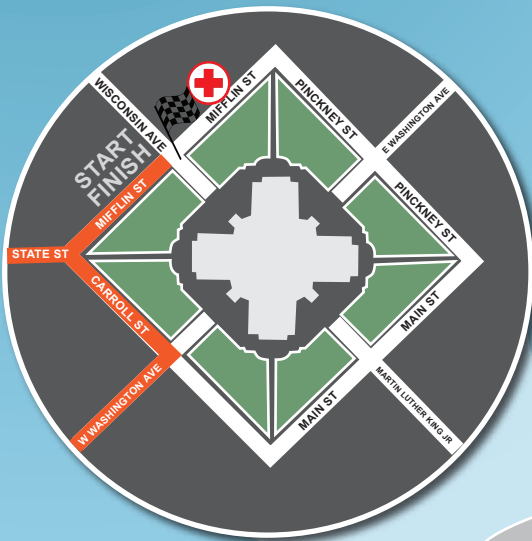
elite Cartography
www.elitecartography.com





Murphy
Desmond
LAWYERS

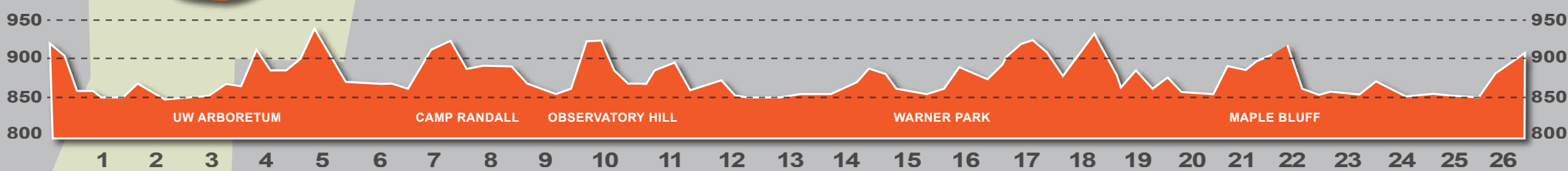
LAKE
MENDOTA



LAKE
MONONA

- 1** MILE MARKER
- +** MEDICAL TENT
- 💧** AID STATION
- FULL ROUTE

elite Cartography
www.elitecartography.com



2017 Madison Marathon Equipment List						
Name	Tent	Sidewall	Tables	Chairs	Generators/Extras	Notes
<i>Mifflin St.</i>						
Challenge Medals	10x10	3 sides	1	2		RDE Pop-Up
<i>Wisconsin Ave at Mifflin St.</i>						
Medical	20x80	4 sides	7	45	25KW w/ junction box, 2 Heaters	LAS Tent
Divide at end for roughly a 20x20 Comm Tent			3	5	share heater with medical	
<i>Pinckney St (between N. Hamilton and E Wash)</i>						
Food Tent/Panera	10x10 (3)		7			RDE Pop-Up
Results	10x20	3 sides	3	4	(1) 4000W	LAS Tent
T-Shirt Exchange	10x10	3 sides	2	4		LAS Tent
Greenlayer Merchandise	10x20	3 sides	4	2	share 4000W generator w/ results, Heater	LAS Tent
Fleet Feet	10x10		1			Bring Own
SSM/Dean	10x10		3	4		Bring Own
Beer	10x10		3			Michelob
48" Round Tables (no umbrella)			5	100		LAS
High Boy tables			5			LAS
Band Tent	15x15	3 sides	0	0	Heater, RDE Big Blue Generator	LAS 8' legs
<i>King St (Capitol Side walk up)</i>						
Gear Check	10x10		2	4		RDE Pop-Up
Info booth	10x20	3 sides	4	6	2000W generator, heater	LAS Tent
Start/Finish Line Water	10x10		3			RDE Pop-Up
<i>Extra</i>						
Extra tables			5			behind stage



Emergency Action Plan And Protocol

Updated for the 2018 Event Season

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

EMS Command Post

The EMS Command Post (CP) will be in the Fire Command located at 314 W. Dayton 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) and the Command Post (CP) 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

Abbey VanValkenburg – Race Director

Ryan Richards – Course Director

Erin Schleicher – Media Liaison

Rob Buethling – Announcer

Kacey Kronenfeld – Medical Director

Stephanie Lehmann – Medical Coordinator

Chief Andy Rose – Command Central

Race Staff at the Start

Race Staff at the Finish

Each Aid station

18 located approximately every 1.5 miles on course

4 Run Sag vehicles

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

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. Kacey Kronenfeld is the Medical Liaison 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, snow
- 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.”

Emergencies 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 Chief Andy Rose will be in the race command center. Chief Rose will be monitoring weather radar and reports via internet weather websites. Chief Rose 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, Course 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, Course 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:

On course the following personnel will be available to help runners:

12 groups of 2 (24 total) for bike escorts

They will monitor runners and be with the first and last runners as well as leap frogging the course in between the first and last place. They will be in radio contact with the command center race official and will have minor first aid things – band-aids, Vaseline, etc.

4 groups of 2 (total 8 from Madison Fire) and SSM - Bike Medics

These will be from MFD and SSM. They will be in contact with MFD dispatch through MFD radios

4 Sag carts

Monitor runners and get them to a centralized place for pick-up. They will be in radio contact with command center race officials.

2 Sag vans

Monitor runners and bring them back to the finish line if they are unable to complete the race. These vans will be GPS tracked and dispatched by the HAM radio operators. They will be in contact with all aid stations via the HAM network.

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.

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 race number and/or name of the participant/patient. The bib number is the easiest and most expedient way to identify the person regardless of condition. Pass any information regarding participants along to the event Medical liaison, 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.

At the Finish Line the following personnel will be available to help runners:

Staff will consist of a mix of emergency medicine physicians, emergency medicine physician assistants and physician assistant students, emergency nurses, paramedics, EMTs, emergency medicine residents, physical therapists, orthopedic specialists

Resources: Full contingent of basic wound and orthopedic care up to advanced life support supplies.

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.