

# STREET USE PERMIT APPLICATION

## EVENT INFORMATION

Name of Event: 2019 IronKids Wisconsin Fun Run

Event Organizer/Sponsor: Madison Area Sports Commission in conjunction with World Triathlon Corporation

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

☒ Yes ☐ No

**MANDATORY: State Sales Tax Exemption Number:**

ES#: 27-2207568

OPTIONAL: Federal Tax Exempt Number:

Address: 22 E. Mifflin Street, Suite 200

City/State/Zip: Madison, WI 53703

Primary Contact: Brandon Holstein

Work Phone: 608-441-3950

Email: holstein@madisonsports.org

Phone During Event: 715-456-0804

Website: www.madisonsports.org

FAX: 608-258-4950

Secondary Contact: Jamie Patrick

Work Phone: 608-441-2621

Email: patrick@madisonsports.org

Phone During Event: 608-572-4751

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

If Yes, Name of charity to receive donations: \_\_\_\_\_

Estimated Attendance: 500

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

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

☒ Yes ☐ No

Hours: 8:00am to 10:30am

## 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: 100 Block of MLK Jr. Blvd – Capitol Square (Main, Pinckney, Mifflin, Carrol)

## EVENT DATE(S)/SCHEDULE

Date(s) of Event: 09/7/2019

Event Start and End Times: 6:30-11:00am

Rain Date (if any): None

Set-Up Start Time: 6:30am

Take-Down Start Time and End Times: 10:00-11:00am

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~~ 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 Brandon Holstein

Date 07/24/19

## STREET EVENT SCHEDULE

- The schedule begins when event setup starts, including setup on sidewalks, terraces or parking, and ends when the street is re-opened for normal use.
- The schedule should encompass all activities planned for the event, such as:
  - » Vending: food, beverages and/or merchandise
  - » Music/Performances
  - » Displays, Exhibits, Demonstrations
  - » A moving event such as a rally, parade, etc.

***Provide Detailed Event Schedule:***

### ***Iron Kids Fun Run Madison Saturday, September 7, 2019***

#### **Schedule of Events**

6:30 a.m.	Set-up of course and registration area
7:00 a.m.	Registration begins
9:00 a.m.	Race 1 begins near 100 block of MLK (one loop)
9:20 a.m.	Race 2 begins near 100 block of MLK (two loops)
10:00 a.m.	Last child crosses the finish line on 100 block of MLK
10:00-10:15 a.m.	Toddler Dot Trot (30 feet from finish line)
10:15-10:30 a.m.	Diaper Dot Dash (15 feet from finish line)
10:30-11:00am	Clean up and teardown of event materials/trash

#### **Safety and Security Plan**

- Participants will be marshaled to the start line on MLK JR. BLVD.
- Volunteers will be stationed on all corners and intersections of the Capitol Square with cones and flags to help coordinate flow of race.
- One lead bicyclist will head up race, protecting and warning Capitol Square and Farmer's Market attendees of impending race.
- A lost child area will be located on the 100 block of MLK near the finish line with a series of race volunteers ushering the kids and connecting them with their parents.
- In the case of inclement/severe weather volunteers will usher participants to either the County Office Building or Monona Terrace where they can be reunited with parents.
- In case of medical emergency, proper authorities will be contacted.

#### **Trash and Recycling Plan**

- All consumables will be handed out at the finish on 100 block of MLK where they can be properly recycled.
- All other potential items will be properly recycled using city utilities for disposal during clean-up/teardown phase of event.



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MILES  
TEVASPHERE

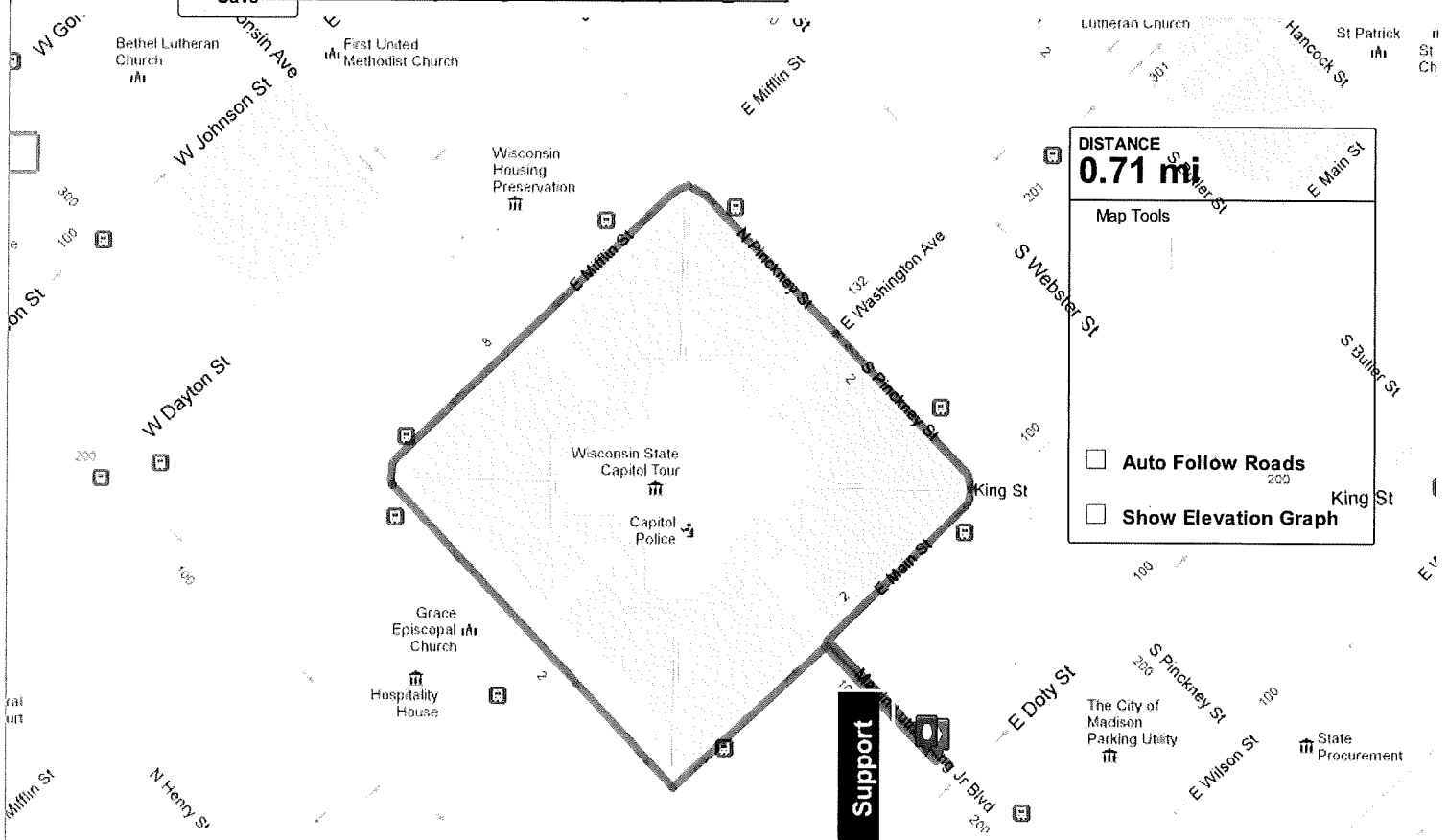
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(<http://ad.doubleclick.net/clk;269189299;95311609;b>)

Home (/) **Mans (/maps/)** Train (/train/) Community **Brandon H. (/my home/)**

(/community/) Tools (/tools/) (/mvp/web/run?

Try Route Genius for fresh local routes of your target distance! (/maps/auto\_route?)  
mxp\_page\_source=header&mxp\_link\_location=page\_header&mxp\_linkname=go\_mvp)



Google

(<http://maps.google.com/maps?ll=43.07454,-89.380023&z=17&t=m&hl=en-US>)

Map data ©2013 Google

Elevation Show elevation with grades

# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "201<sup>9</sup>~~8~~ IronKids Wisconsin Fun Run" will be held Saturday, September <sup>7, 2019</sup>~~8, 2018~~ at 100 block of Martin Luther King Drive and Madison Capitol Square.

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "201<sup>9</sup>~~8~~ IronKids Wisconsin Fun Run" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

## III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

## IV. BASIC PLAN

### A. Emergency Action Plan (EAP) Event Representative

1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as Brandon Holstein.

### B. Emergency Notification

1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
2. We ☐ will / ☒ will not have on-site EMS (Brandon Holstein (715) 456-0804)
3. We ☐ will / ☒ will not have on-site Police or Security (Brandon Holstein (715) 456-0804)

### C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast website.
2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such Brandon Holstein and will be responsible to monitor the weather conditions before and during the event.
3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee Brandon Holstein will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
4. There are very limited provisions for sheltering participants in the event of severe weather.
5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

### D. Fire

1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
3. If cooking is intended, you must contact the fire department and -
  - a) Must have a valid fire extinguisher, 2A10BC

- b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
- c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
- d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
- 4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
- 5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
- 6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

#### **E. Medical Emergencies**

- 1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
- 2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
- 3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

#### **F. Law Enforcement**

- 1. The need for constant Law Enforcement presence at this event  
☐ has / ☒ has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
- 2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

#### **G. Emergency Vehicle Access**

- 1. Access for Emergency Vehicles will be maintained at all times.
- 2. 20' Fire Lanes are required to be kept open at events.
- 3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
- 4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
- 5. Crowd control will be managed by: Brandon Holstein in coordination with Race Day Events and Ironman Staff.
- 6. Parking for vendor and staff vehicles will be: 100 Block of MLK.
- 7. Parking for attendee vehicles will be: Various parking ramps in downtown Madison.

#### **V. CONTACT INFORMATION**

Primary Contact	Brandon Holstein	(715) 456-0804
Secondary Contact	Jamie Patrick	(608) 572-4751
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

## STREET EVENT MARKETING INFORMATION

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

Do you have marketing information?

☒ Yes ☐ No

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

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

The event will be marketed and promoted via our internal websites at [visitmadison.com](http://visitmadison.com) and [madisonsports.org](http://madisonsports.org). In addition, posters will be created and we may also be doing some radio advertisement leading up to this event. If budget allows, there will also be the potential for billboard to be used. We will also promote internally via our social media channels. Ironman will also be promoting this race via their social and web channels and will do some targeted Facebook marketing ads and outreach to local schools and daycares via Peachjar Marketing.

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

Live media coverage is possible. If this happens, the event organizers will make sure these vehicles are safely parked in zones where they're not blocking any streets, entrances or intersections while maintaining proper emergency access areas and lanes to also not interfere with ongoing Farmer's Market.

### 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: 2019 IronKids Wisconsin Fun Run

Location: 100 Block of Martin Luther King Jr. Blvd.

Public Contact Phone: (608) 441-3950 or (715) 456-0804

Website: <https://www.visitmadison.com/sports/events/ironman-wisconsin/ironkids/>

Admission Cost: \$20

Date of Event: Saturday, September 7 2019

Beginning/End Time of Event: 7:00-11:00am (7:00-8:45am – Registration, 9:00-10:30am – Races, 10:30-11:00am – Teardown and event cleanup)

Two sentence description of event (for internet calendar):

Taking place during Ironman Wisconsin weekend the Ironkids Wisconsin Fun Run is for youth between the ages of 6 months-13 years old who will race around the Capitol Square - a little over 1/2 mile (one or two loops) in celebration of happy and active lifestyles. Each child will take home their own finisher t-shirt, medal, backpack filled with swag and the pride of calling themselves an IRONKID!. This year we are also adding a Diaper Dot Dash (15 ft.) and Toddler Dot Trot (30 ft.) from finish line to cap off the event.