STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Ken Ellingsen

Race Day Events, Llc

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Fitchburg, WI 53719

Email:
Ken.Ellingsen@racedayevents.Com

Phone: (612) 220-3731

Contact During Event

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Phone: (612) 220-3731

Event Information

Name of Event: Lake Monona 20k   **Event Type:** One Day

Estimated Attendance: 500   **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 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:

> Please see attached map.

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
05/01/2021	5:00am	05/01/2021	9:00am	05/01/2021	12:00pm	05/01/2021	1:00pm	

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

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?: | Yes |

Event Website:

Notes:

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: **Ken Ellingsen**

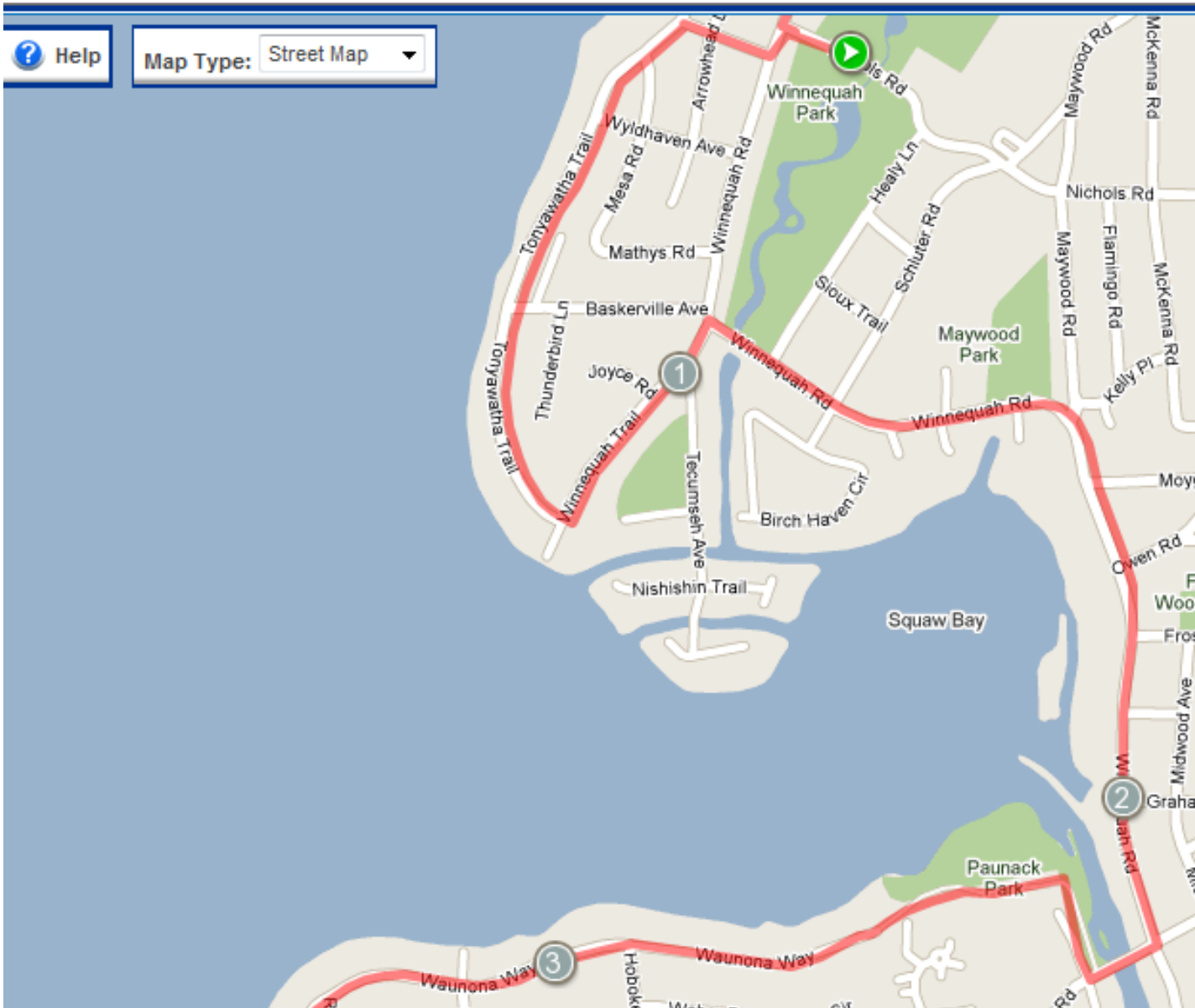**Date:**   **03/19/2021**

LAKE MONONA 20KM

May 1, 2021

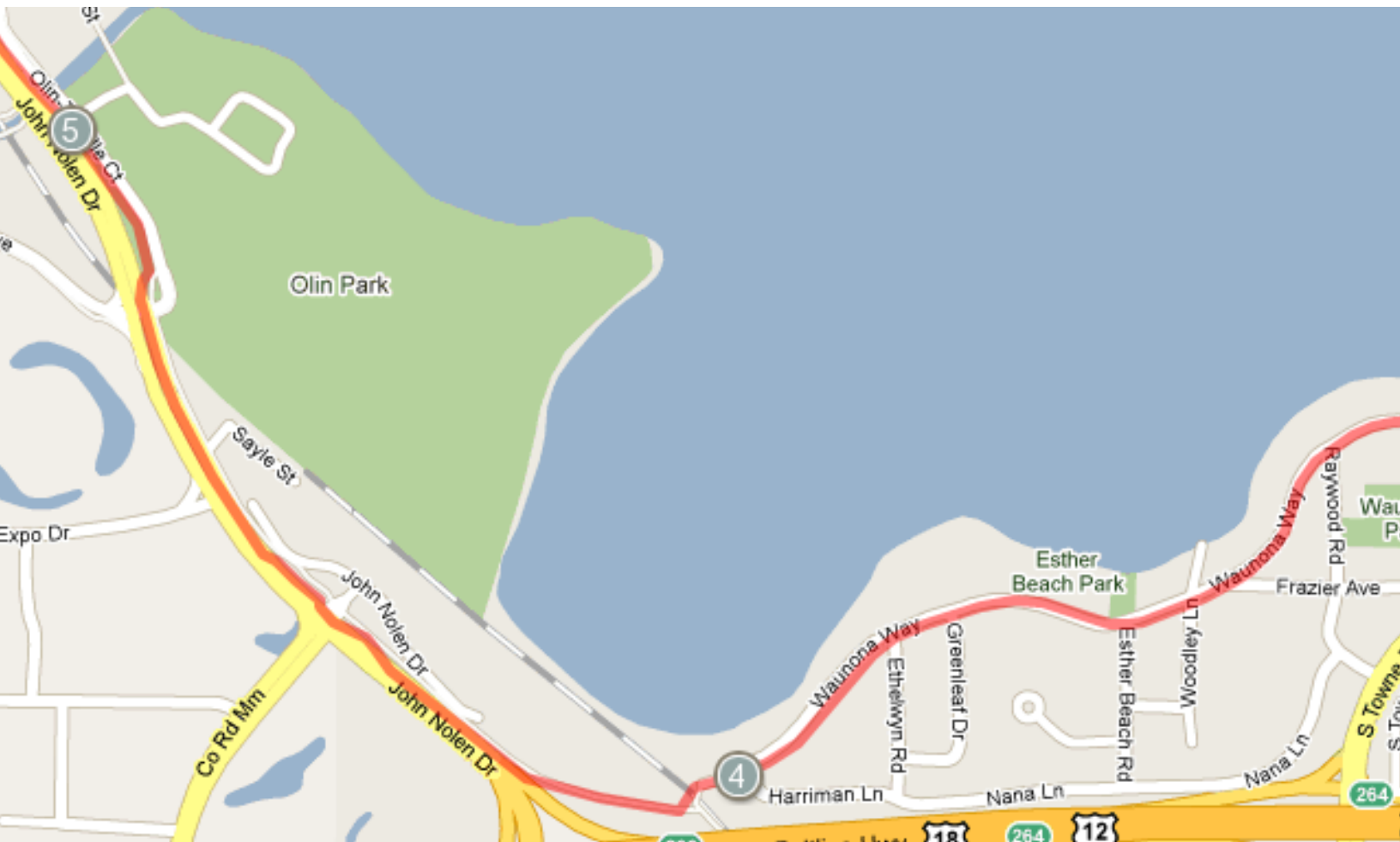www.lakemonona20k.com

Race Address:
Winnequah Park
1041 Nichols Rd
Monona, WI 53716
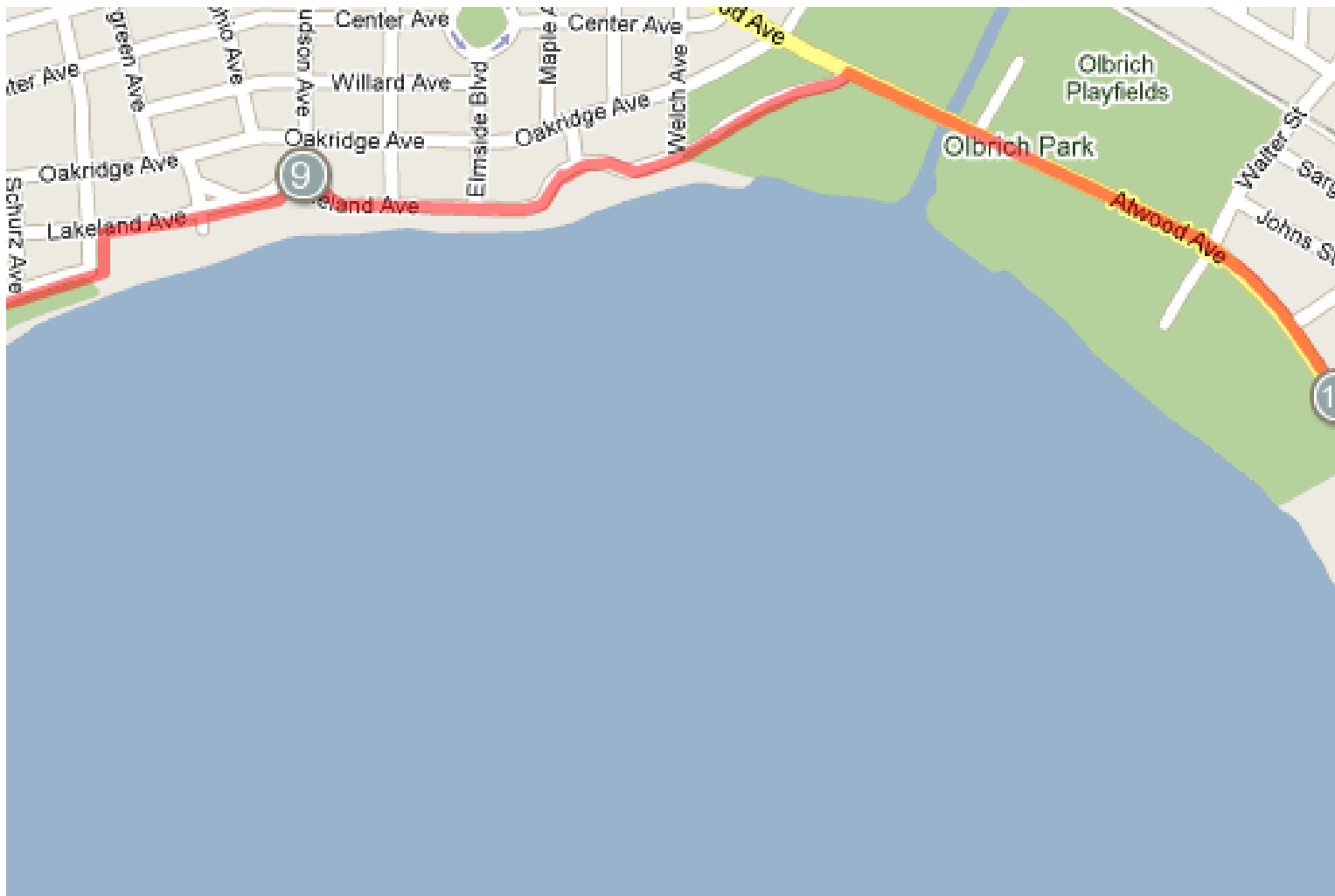
LAKE MONONA 20K MILE 1-3

LAKE MONONA 20K MILE 3-5
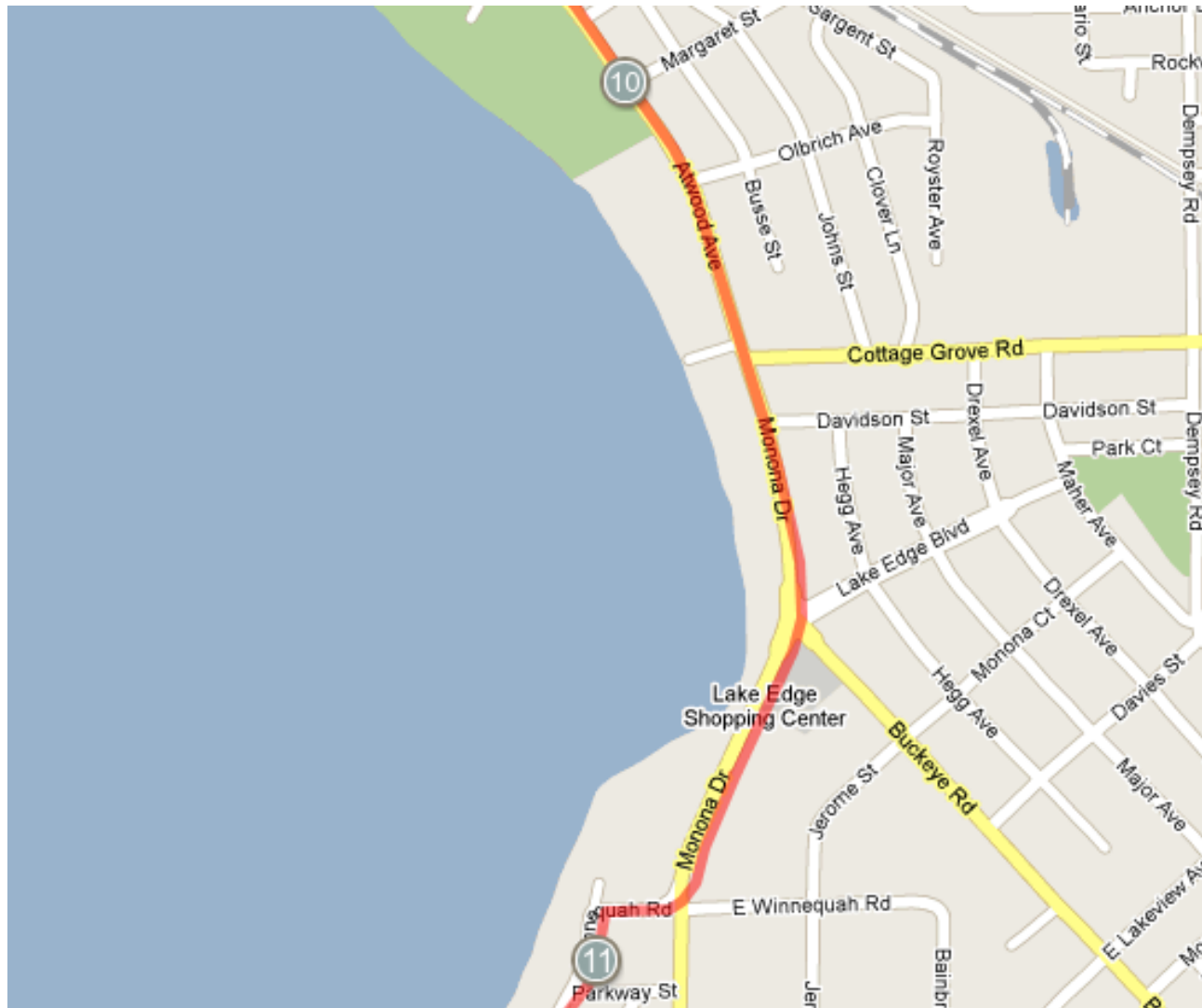
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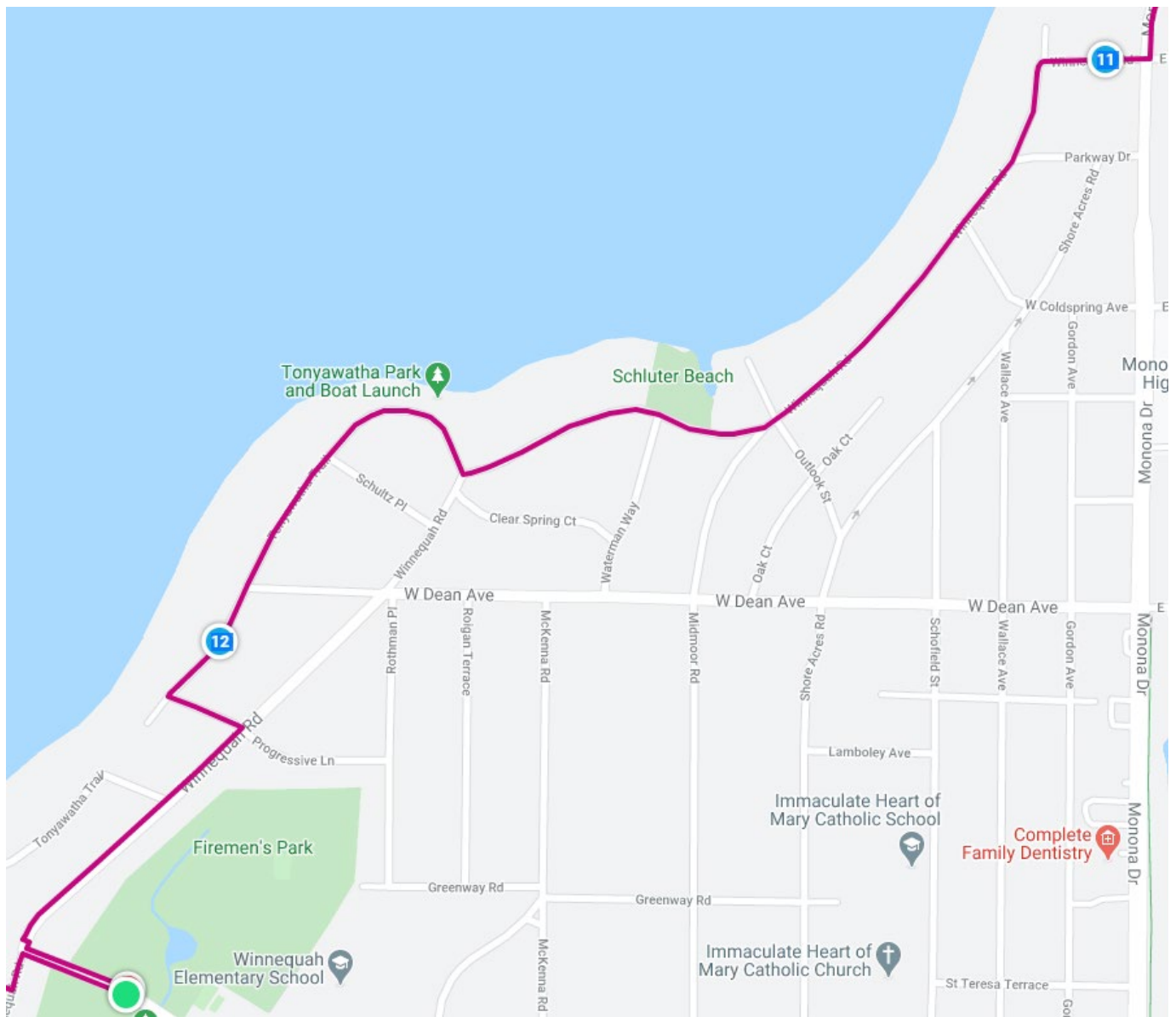
LAKE MONONA 20K MILE 7-9

LAKE MONONA 20K MILE 9-10

LAKE MONONA 20K MILE 10-11

LAKE MONONA MILE 20K 11-12 (FINISH)

Lake Monona 20K Turn by Turn and Coning Instructions

- Start on Nichols Street (Nichols Street fully closed between Healy and Winnequah from 5:00am to 1:00pm)
- Left on Winnequah Rr – Runners get all of road
- Right on Vogt – Runners get all of road
- Left on Tonyawatha Tr. – Cone centerline (Runners on lake side)
- Left on Winnequah Tr. – Cone centerline (Runners with traffic)
- Right on Winnequah Rd – Cone centerline to Schluter (Runners with traffic) After Schluter, create bike lane for runners with traffic
- Right on Bridge Rd – Runners use turn lane and get one lane on Bridge.
- Right on bike trail after bridge
- Continue straight on Waunona Way – Cone bike lane for runners with traffic
- Continue straight onto bike path – Cone to have runners continue to right
- Continue across Olin Turville using bike path then exit path and cone lane on right side of Olin Turville to bike path
- Right on Bike Path at Lakeside
- Follow bike path past Monona Terrace and Machinery Row to exit on Jenifer St. Cone lake side of Jenifer St for running in Parking Lane.
- Right on Spaight St – Runners in parking lane on lake side
- At Spaight and Ingersoll, cone runners diagonal through Orton Park
- Exit Orton Park and cone runners across street using parking lane on lake side of Rutledge St
- Right on Baldwin St – Cone runners in parking lane with traffic
- Left on Morrison St – Cone parking lane on lake side of street
- Left on Thorton Ave – Cone runners in parking lane with traffic
- Right on Rutledge St – Cone runners in the bike lane over the bridge
- Right on Riverside Dr – Cone runners in parking lane with traffic
- Left on Yahara Pl – Cone runners in parking lane on lake side
- Left on Dunning St – Cone runners in parking lane with traffic
- Right on Lakeland Ave – Cone runners in parking lane on lake side
- Continue into Olbrich Park keeping runners to right
- Right on Atwood Ave – Create Taper and keep runners in lake side lane
- Right on Winnequah Rd – Cone parking lane keeping runners to right
- Right on Tonyawatha Tr – Cone parking lane against traffic
- Left on Progressive Ln – Cone parking lane with traffic
- Right on Winnequah Rd – Cone parking lane against traffic
- Left on Nichols to finish – Runners get all of road

Emergency Action Plan
And Protocol

LAKE MONONA 20K

Updated for the 2021 Event

Schedule of Events:

Wednesday 4/28/21

City of Madison to place no parking signs from Williamson and Jennifer through Olbrich Park to create safe running lane for all participants.

Saturday 5/1/21

05:00	Start/Finish Line Set-up at Winnequah Park in Monona
06:00	Course Set-up starting clockwise around Lake Monona from Winnequah Park in Monona.
08:30	Medical Tent Debrief with Monona and Madison Fire/EMS
09:00	**Race Starts – Winnequah Park in Monona (Clockwise around lake)**
09:00	City of Madison FD Ambulance to stage at Olin Turville Park
09:20	First runner expected to enter Madison (Bike path at Waunona Dr – Mile 4)
10:00	Last runner expected to enter Madison (Bike path at Waunona Dr – Mile 4)
11:00	Last runner to leave Madison (Atwood/Monona Dr – Mile 9)
12:00	Course closed – Entire Course

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

EMS Command Post

The EMS Command Post will be located in Winnequah Park, Monona, WI. The post will contain representatives of the event, security personnel, and EMS Staff from SSM Health. The event will communicate via radio with repeater network with cell phones as back up.

On course Aid Stations (5) will have radios to directly communicate with course and command staff.

There will be bicycles assigned to follow the final participants on the course as well as vehicles dedicated to following and cleaning up the course area.

Communication to spectators will be made via loudspeaker announcements located the Start and Finish Lines on Nichols Road in Monona.

Hospital Transports: The primary hospital for transports is SSM Health St. Mary's Hospital (700 South Park Street Madison, WI 53715). Other hospitals include UW Hospital (600 Highland Ave, Madison, WI 53792) 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 and Madison Fire Department are the primary 'on site' transporters for the event and dispatched per direction of on-site medical director; however, medical emergencies that exceed or overwhelm race medical resources, will be dispatched through the 911 system and dedicated to the local service provider for all respective territories of the course area.

Medical Area: The race medical area will be located adjacent to Winnequah Park on Nichols Road in the City of Monona. The medical area is designed to triage and to treat minor injuries and provide initial stabilization for more serious injuries. The area is staffed by SSM Health and Madison Emergency Physician Staff along with an ambulance to take medical transports to local area hospitals if necessary.

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, high-speed winds, tornados, 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 runner(s)**
- **Runner death or medical emergency**
- **Spectator death or medical emergency**
- **Lost Child**

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 (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 __X__ 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 event will be delayed __ X ____ 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 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. **The proximity threshold for lightening is 10 miles.** 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 Director, in consultation with the EMC 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:

The event Race Director will be in the race command center. They will be monitoring weather radar and reports via internet weather websites.

Should inclement weather be forecasted/threatening the race, Race Command will be in contact with the Race Director to inform them of the 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. The Race Director will make all decisions regarding the race needing to be stopped, shortened, or changed. Communication with 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 Marketing Director or the Race Director; and will be the only spokespeople 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's 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. Announcer will also ask for people to look for child and bring them to the announcer stand. 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 a serious medical emergency throughout the course area, staff will enact the '911 system' as well as have direct involvement of on-site medical director. In an attempt to manage the progress and safety of all event participants, Race Day Events, LLC 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, contact EMC immediately!
If there is any delay in EMS or medical response from event, please do not hesitate to contact 911. Only call 911 for time sensitive, serious injury, not sprains or scrapes. On-site medical director can help facilitate appropriate response or initiation of 911 if appropriate.

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.