

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Jerry Kempfer
Madison Events Production, LLC
5118 Wintergreen Dr
Madison, WI 53704
Email: Jerry@mymadisonevents.Com
Phone: (608) 241-7093

Contact During Event

Jerry Kempfer
Run Strong Madison
5118 Wintergreen Dr
Madison, WI 53704
Email Robin@mymadisonevents.Com
Phone: (608) 217-7093

Event Information

Name of Event: Rockin Brews Marathon

Event Type: One Day

Estimated Attendance: 2000

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:

The course starts at Winnequah Park in Monona and follows the paths and roads closest to Lake Monona all the way around the lake.

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
09/04/2021	1:00 AM	09/04/2021	7:00 AM	09/04/2021	1:00 PM	09/04/2021	1:00 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?: 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?(\$):

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?(\$):

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?:

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: Jerry R Kempfer

Date: 05/13/2021



Proceeds to benefit



ROCKIN BREWS
MARATHON
HALF MARATHON
RELAY MARATHON
13.1 MILE WALK

SEPTEMBER 4, 2021

Madison Events Production LLC

www.mymadisonevents.com

jerry@mymadisonevents.com

608-241-7093

EVENT SCHEDULE

THURSDAY, SEPTEMBER 2, 2021

01:00 pm - Set up NO PARKING signs along the course

FRIDAY, SEPTEMBER 3, 2021

10:00 am - Set up directional signs & mile markers along the course

12:00 pm - Set up FINISH LINE FESTIVAL area in Winnequah Park

01:00 pm - Set up Start and Finish Line area in Winnequah Park

SATURDAY, SEPTEMBER 4, 2021

01:00 am - Set up cones, traffic signs, barricades & aid stations along courses

06:00 am - Begin walk-up registration near Start Line

06:30 am - Race Announcer will begin making announcements

06:50 am - National Anthem

07:00 am - Full Marathon, Half Marathon, Relays and 13.1 Mile Walk begin

10:00 am - Finish Line Festival opens, Live Music, drinks and snacks

11:00 am - Start removing cones, barricades, mile markers and aid stations

01:00 pm - Last participants are finished

01:30 pm - All trash, signage, water stations and cones are removed from the course

03:00 pm - Finish Line Festival closes

SUNDAY, SEPTEMBER 5, 2021

08:00 am - Tear down & clean up FINISH LINE FESTIVAL area

Start & Finish Line	Winnequah Park - Monona, WI
Race Course Begins	7:00 am
Race Course Ends	1:00 pm
Course Set-Up	1:00 am
Course Closed	1:00 pm
Courses	Marathon, Half Marathon & Relay Marathon
Run Event Produced By	Madison Events Production, LLC
Main Event Organizer	Madison Events Production, LLC
Permits & Insurance	Madison Events Production, LLC
Race Director	Jerry Kempfer 608-241-7093
Event Coordinator	Robin Kempfer 608-217-5941
Course Management	Madison Events Production, LLC
Charity	Run Strong Madison, Inc

COURSE OPENINGS, CLOSINGS & TRAFFIC CONTROL

FRIDAY, SEPTEMBER 3, 2021

3:00pm - Set-up Start/Finish Line area at Winnequah Park Monona, WI

SATURDAY, SEPTEMBER 4, 2021

1:00am - Put cones, mile markers and Aid Stations along courses

5:00am - Set-Up Registration and Packet Pick-Up Tents

6:00am - Walk-Up Registration and Packet Pick-Up begin

6:30am - Race Announcer begins announcements

6:45am - Walk-Up Registration closes

6:45am - Course Marshals arrive at assigned posts along the race courses

6:50am - National Anthem

City Of Madison Traffic Control arrives at the following Locations

Officer 1 & 2 - 7:15 -11:30 am - Capital City Trail & Rimrock Road (in front of the Sheraton Hotel)

Officer 3 & 4 - 7:30-12:00 pm- Capital City Trail & John Nolen Drive (in front of Machinery Row Bicycle)

Officer 5 - 7:45-12:30 - Atwood Ave & Walter St at Olbrich Beach entrance

7:00am - Full Marathon Begins

11:00am - Begin picking up cones and opening roads along Marathon course

1:00pm - All roads are opened

1:00pm - All Aid Stations, No Parking Signs and Start/Finish Line are removed and trash picked up

*All Madison Metro Bus Stops will remain open and accessible during the event

CLEAN-UP

Madison Events Production, LLC & Volunteers

Our staff and a crew of volunteers will clean up all areas surrounding aid stations and relay exchange points. Trash will be disposed of by Madison Events at the Sycamore Rd drop off site.

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 Action Plan that will be distributed to every volunteer and staff member. The document will have a list of contacts with names and phone numbers. All Aid Station Captains and Madison Events staff will have 2-way radios

WEATHER, MEDICAL, FIRE OR POLICE EMERGENCIES

We use a colored-flag warning system for all course dangers, including weather, medical, fire & police events. There will be a flag system at each Aid Station along the course. The Race Director or Event Coordinator will contact each Aid Station Captain to initiate a color change as needed. The following describes each flag color.

GREEN

Good Conditions: Everything is normal

YELLOW

Caution: Increased risk of heat related problems or a nearby medical, fire or police event. If heat related, runners should increase hydration.

RED

Extreme Risk: If heat related, the race clock has stopped, runners should hydrate and walk back to the finish line if possible. Our course Crew will pick up runners who cannot continue. If there is a nearby medical, fire or police event that is a risk to the runners, runners will be re-routed to avoid the area of the event.

BLACK

Extreme Emergency: The race is canceled. Runners should seek shelter immediately.

MISSING PERSONS AND MISSING CHILDREN PROCEDURE

LOST PERSONS

We will have a policy in place to help spectators and participants find each other if lost. An announcement by the Race Director will ask that the lost person report to the Announcer's stand. This policy is for missing adults only.

LOST CHILD

An announcement by the Race Announcer will ask that the lost child or parents of a lost child report to the Announcer's stand. The Announcer will give a description of the child to help others locate them. A member of the Race Staff will immediately report the lost child to the nearest Police Officer and/or Emergency personnel. A description of the child will be broadcast over the 2-way radios to alert all staff members of the race.

Lost Person Coordinator:

TBA_____ (number).

LOST CHILD IS FOUND

Stay with the child until the Lost Person Coordinator can take charge of the child. DO NOT LEAVE THE CHILD UNATTENDED!

Contact anyone who is looking for the child that they are found and have Race Announcer make announcement.

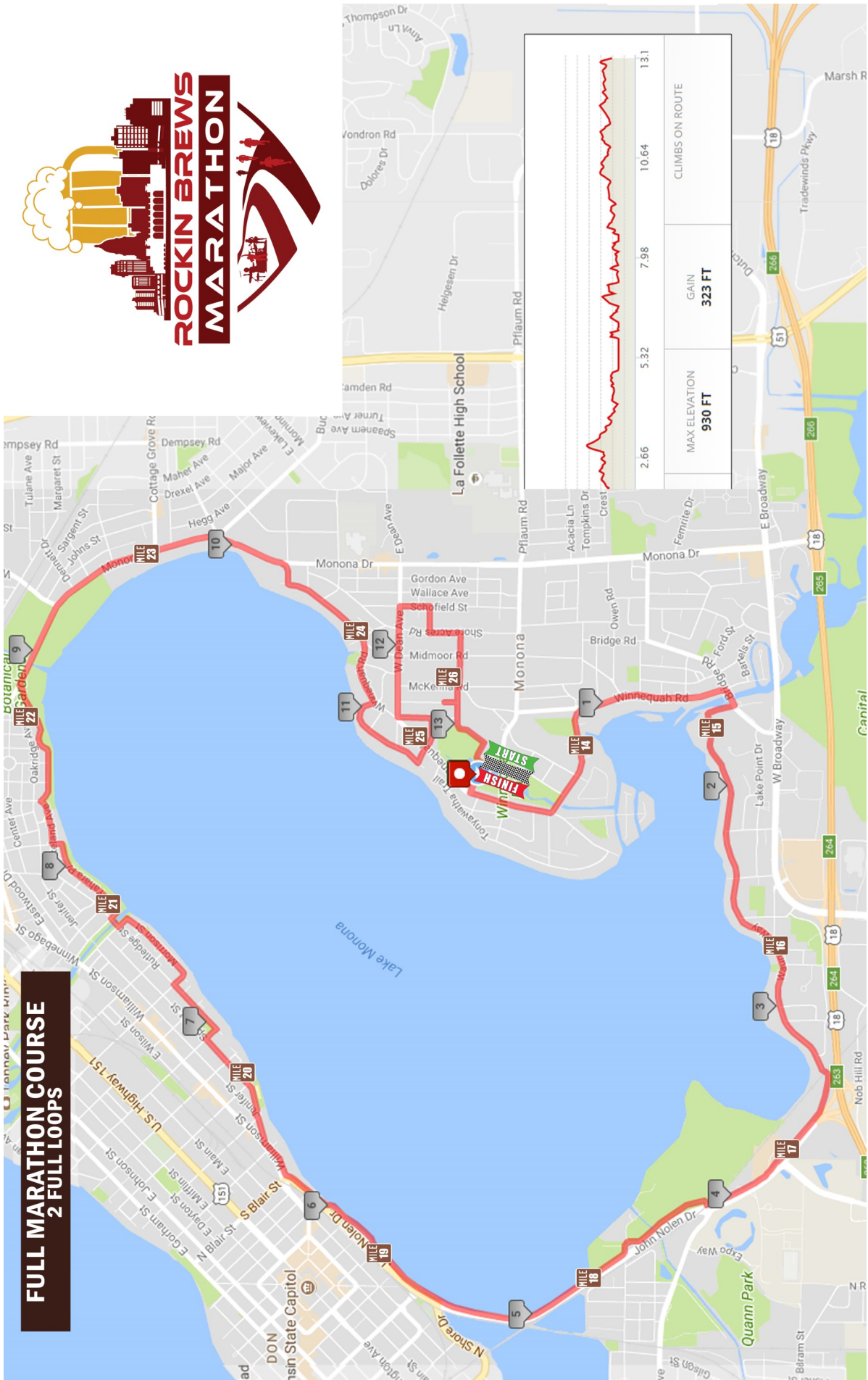
RELAY EXCHANGE POINTS

Relay teams will exchange at Mile 4, located before the entry to Olin Park (at Olin Ave) and at Mile 10, Olbrich Park. A port-a-potty will be located at each exchange point.

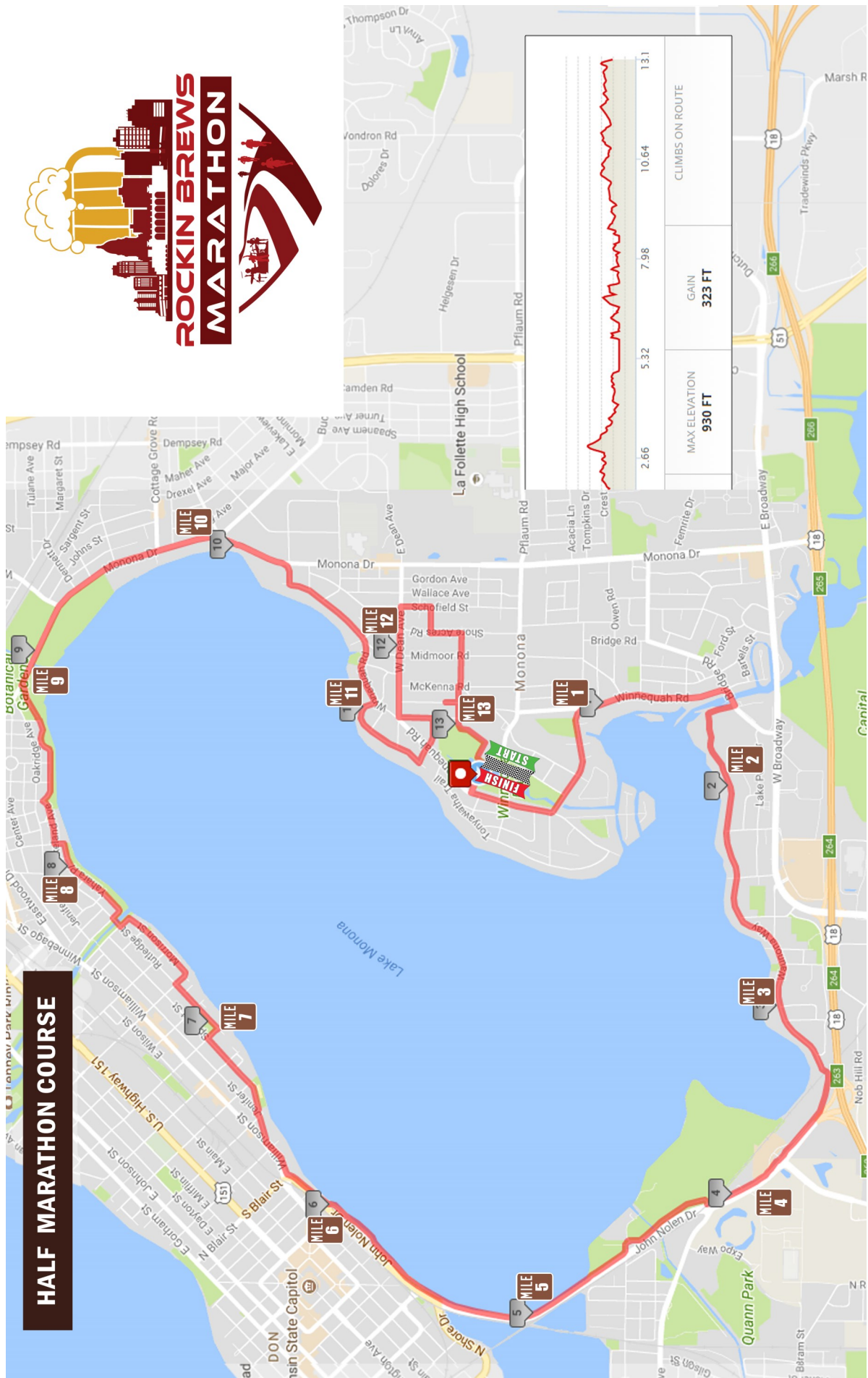
ROCKIN BREWS MARATHON TRASH AND RECYCLING PLAN

Each Aid Station along the course will be staffed with personnel who will pick up all water cups and other trash left by runners. All trash will be removed by Starting Line Events staff.

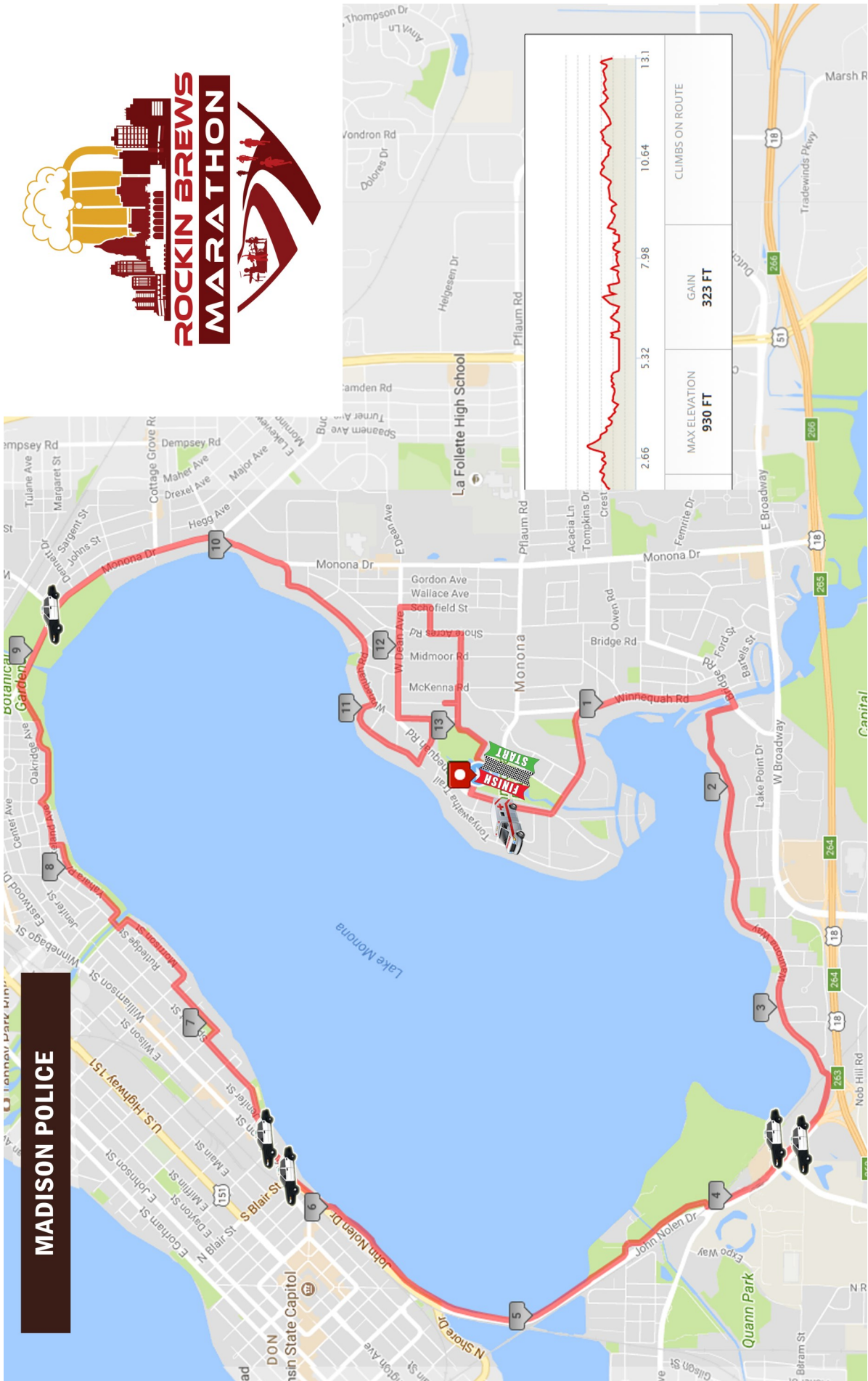
FULL MARATHON COURSE MAP



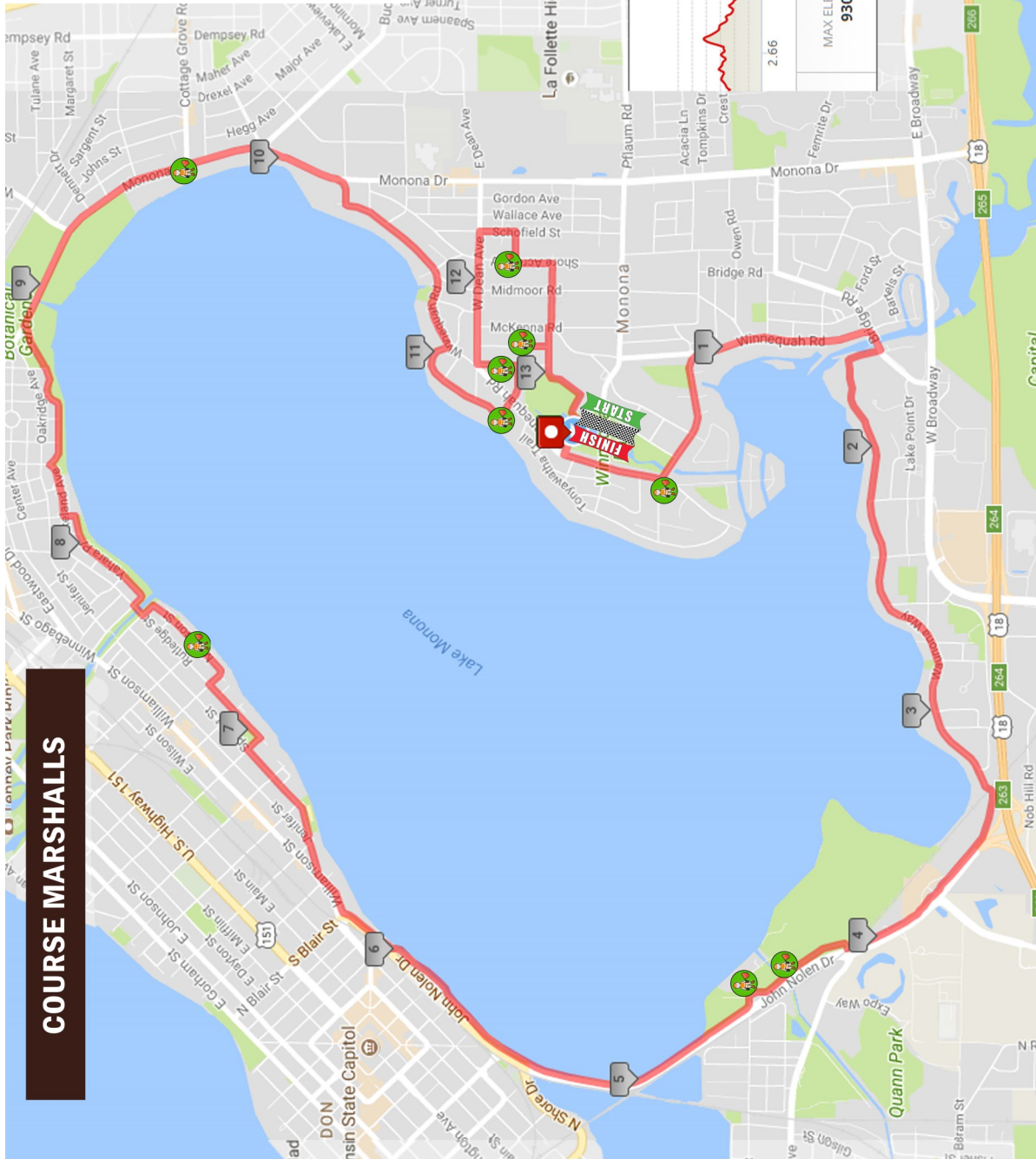
The logo for the Rockin Brews Marathon is a composite graphic. On the left, a yellow beer mug with a white foam head is positioned behind a dark silhouette of a city skyline, which includes a prominent pointed tower. To the right of the skyline, the words "ROCKIN BREWS" are written vertically in a bold, white, sans-serif font, stacked above the word "MARATHON", which is also written vertically in the same style. On the far right, a stylized figure of a marathon runner in red is shown in mid-stride, running along a curved path that resembles a road or a wave. The entire logo is set against a white background.



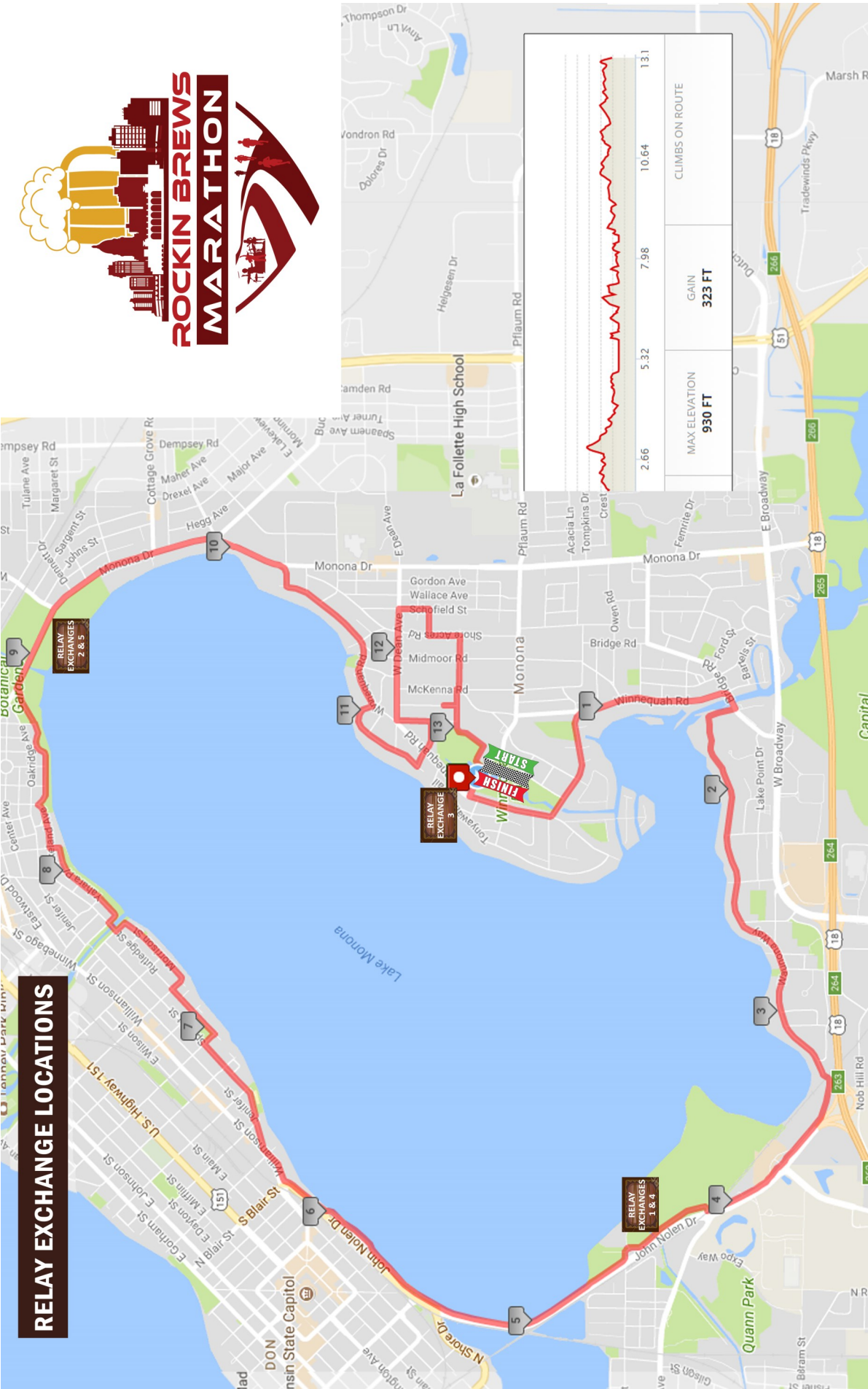
MADISON POLICE LOCATIONS



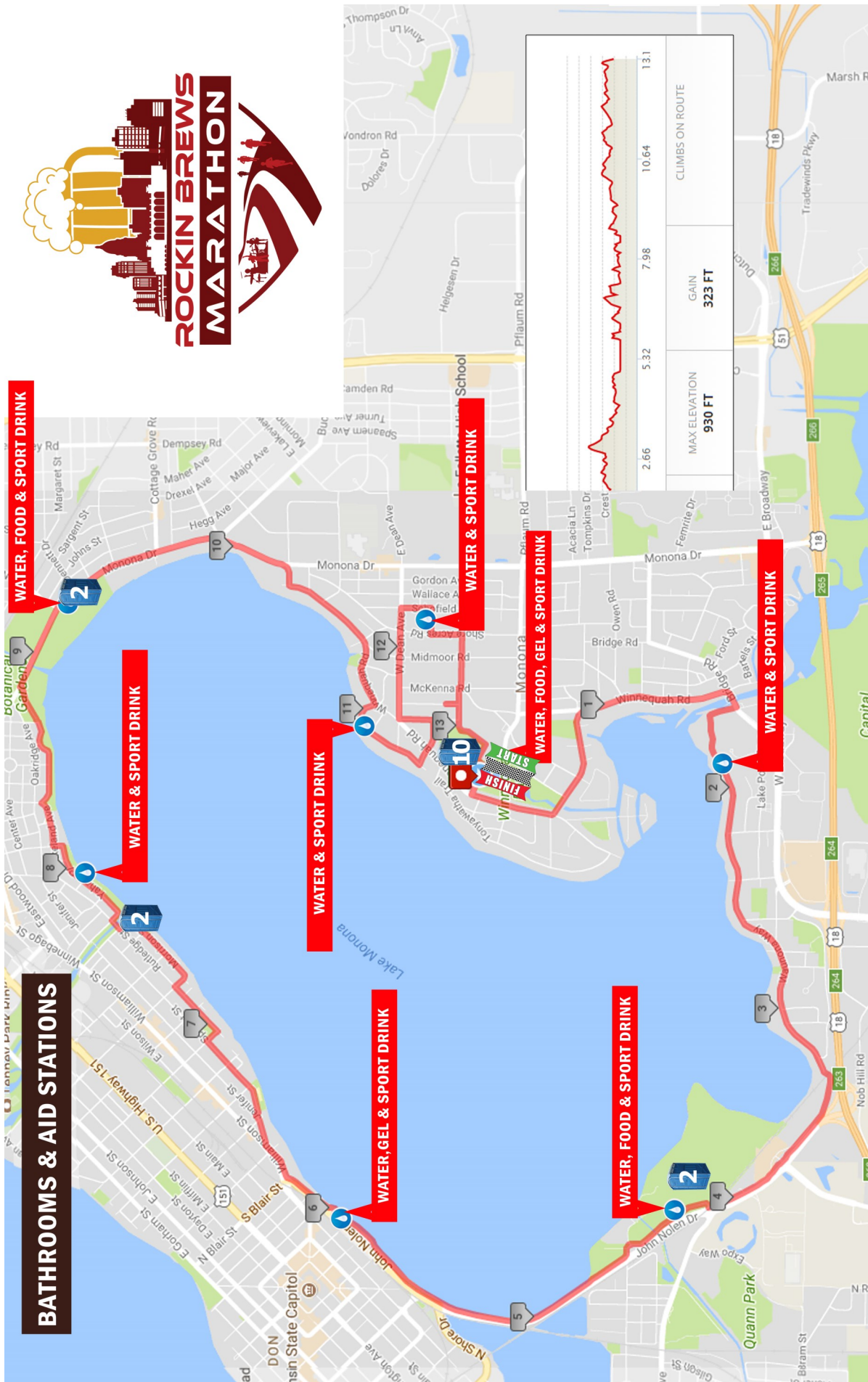
COURSE MARSHAL LOCATIONS



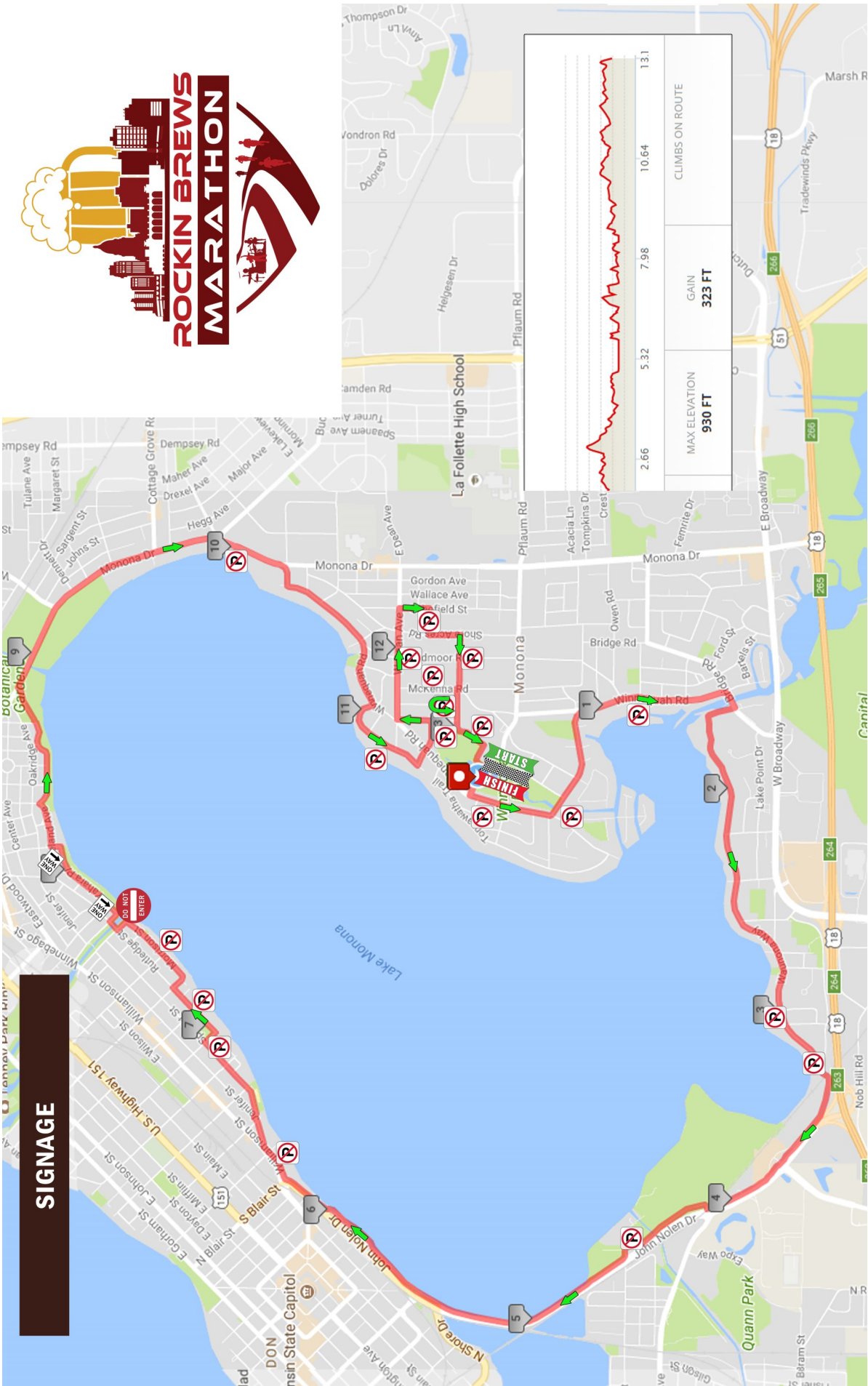
RELAY EXCHANGE LOCATIONS



AID STATION & PORTA-POTTY LOCATIONS



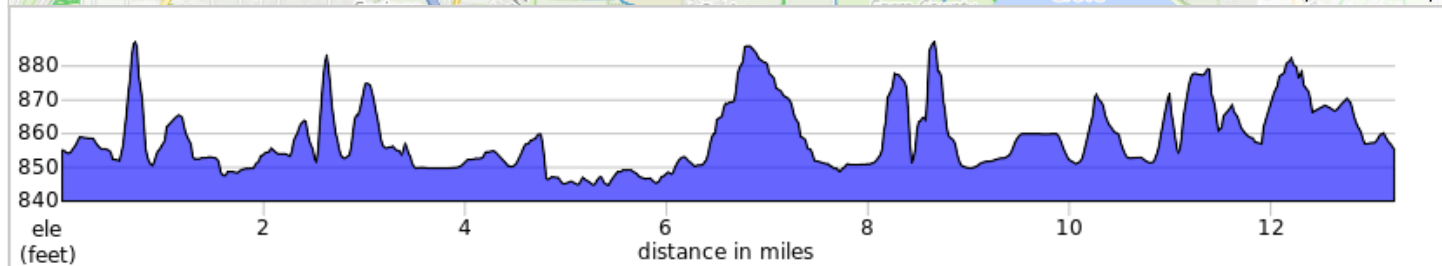
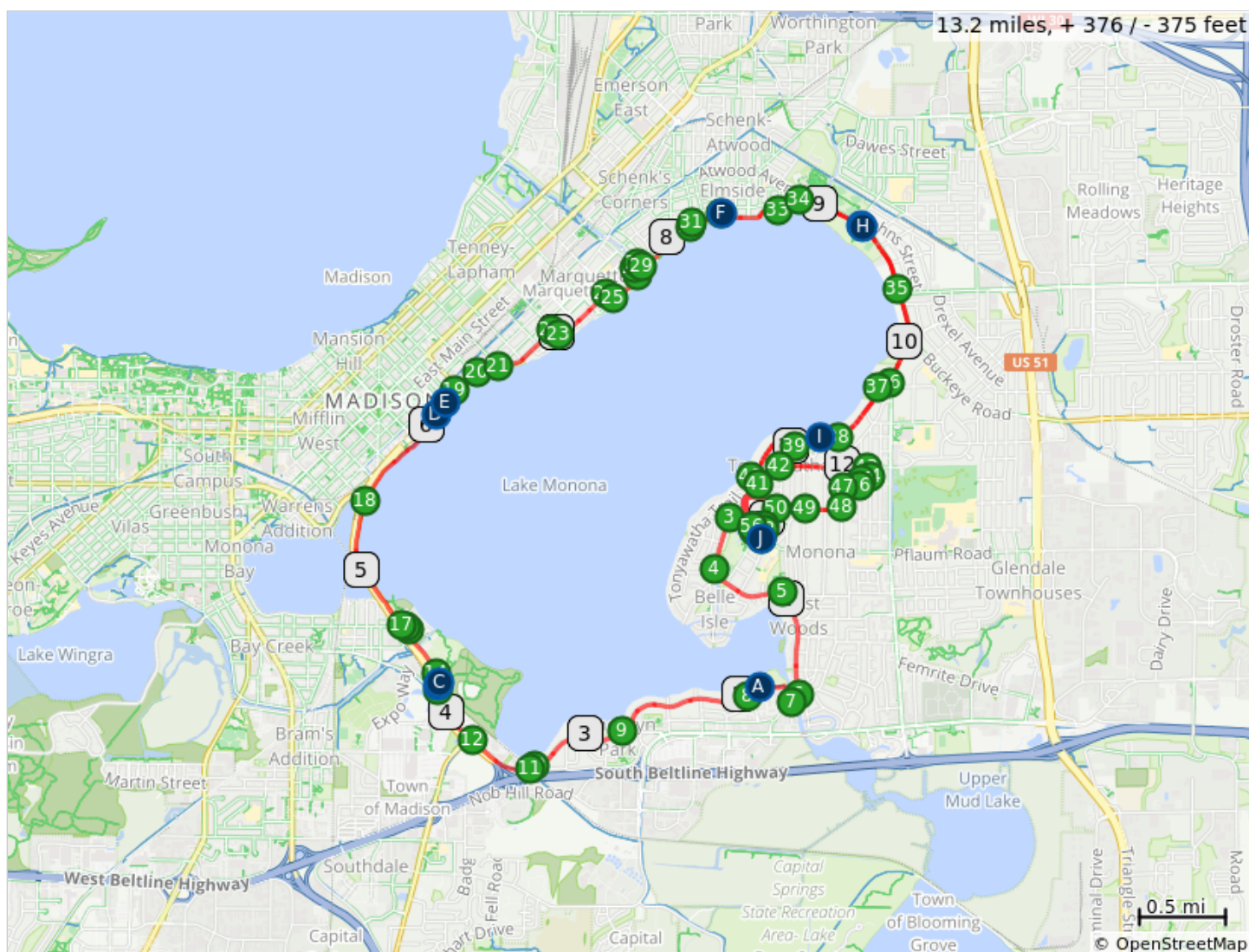
SIGNAGE LOCATIONS



















ROCKIN BREWS HALF MARATHON 2021



















A.	AID STATION #1 & BATHROOM	F.	AID STATION #4 & BATHROOM
B.	RELAY EXCHANGE #1	G.	AID STATION #5 & BATHROOM
C.	AID STATION #2 & BATHROOM	H.	RELAY EXCHANGE #2
D.	BATHROOM	I.	WATER STATION #6 & BATHROOM
E.	AID STATION #3	J.	RELAY EXCHANGE #3



HALF MARATHON TURN-BY-TURN - FULL MARATHON IS 2 LAPS

Num	Dist	Type	Note
1.	0.0		Start of route
2.	0.0		R on Nichols Road
3.	0.2		L on Winnequah Road
4.	0.5		Stay L on Winnequah Road
5.	0.9		Slight R to stay on Winnequah Road
6.	1.5		R on Bridge Road
7.	1.6		R onto Bike Path
8.	2.0		Continue onto Waunona Way
9.	2.8		Slight R on Waunona Way
10.	3.4		Go Straight onto Bike Path
11.	3.4		R on Bike Path
12.	3.8		Continue Straight on Bike Path
13.	4.2		Stay R on Bike Path
14.	4.3		Straight on Olin-Turville Court
15.	4.6		Slight L onto East Lakeside Street
16.	4.6		R onto Bike Path

4.6 miles. +134/-133 feet

Num	Dist	Type	Note
17.	4.6		Stay R on Bike Path
18.	5.4		Continue Straight on Bike Path
19.	6.3		Slight R on Bike Path
20.	6.4		Continue Straight onto Jenifer St
21.	6.6		R on Spaight Street
22.	6.9		R onto South Ingersoll Street
23.	7.0		L onto Rutledge Street
24.	7.4		R on South Dickinson Street
25.	7.4		L onto Morrison Street
26.	7.6		Morrison Street turns L and becomes South Thornton Avenue
27.	7.7		R on Rutledge Street
28.	7.7		R on Riverside Drive
29.	7.8		Riverside Drive turns L and becomes Yahara Place
30.	8.1		Continue L onto Dunning Street
31.	8.2		R onto Lakeland Avenue
32.	8.4		R to stay on Lakeland Avenue

3.8 miles. +83/-64 feet

Num	Dist	Type	Note
33.	8.7	↑	Go Straight down the Bike Path
34.	8.9	➡	R onto the Sidewalk
35.	9.7	↑	Continue Straight on Sidewalk
36.	10.2	➡	R on Winnequah Road
37.	10.3	↙	L on Winnequah Road
38.	10.7	↗	Stay R on Winnequah Road
39.	11.0	➡	R on Tonyawatha Trail. Do Not Go Straight or you will be disqualified.
40.	11.4	←	L on Progressive Lane
41.	11.5	←	L on Winnequah Road
42.	11.6	➡	R on West Dean Avenue and Stay on Sidewalk
43.	12.1	➡	R on Wallace Avenue
44.	12.2	➡	R on Starry Avenue
45.	12.3	←	L on Schofield Street
46.	12.3	➡	R on Lamboley Avenue
47.	12.4	←	L on Shore Acres Road
48.	12.5	➡	R on Greenway Road

4.2 miles. +101/-107 feet

Num	Dist	Type	Note
49.	12.7	↑	Continue Straight on Greenway Road
50.	12.9	↙	Slight L onto Bike Path
51.	13.0	←	Stay L onto the Sidewalk
52.	13.1	↗	Slight R on Sidewalk
53.	13.1	➡	R onto Nichols Road
54.	13.2	➡	R into the Parking Lot.
55.	13.2	←	Finish Half Marathon.
56.	13.2	📍	End of route

0.7 miles. +2/-17 feet