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STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event 2014 MADISON SHAMROCK SHUFFLE

Event Organizer/Sponsor SHAMROCK SHUFFLE, INC.

Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

If Yes, provide State of Wisconsin Tax Exempt Number TS-3153170

Address 8440 OLD SAWE RD

City/State/Zip MADISON, WI 53562

Primary Contact STEVE DONOVAN FAX _____

Work Phone 608-280-9282 Phone During Event 608-217-6285

E-mail STEVE.DONOVAN335@GMAIL.COM

Website SHAMROCK-SHUFFLE.ORG

Secondary Contact RYAN GLESSMEYER Phone During Event 608-444-2261

Work Phone _____

E-mail RYAN@PACEDMTEVENTSLLC.COM

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: BOYS & GIRLS CLUB OF DANE CO.

Estimated Attendance 4000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 9 to 12 Yes No

EVENT CATEGORY

Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)
 Other _____

LOCATION REQUESTED

Capitol Square (note specific blocks below) Podium/700-800 State Street
 30 on the Square (a.k.a. top of 100 block of State Street) Other (specific blocks/streets requested below)
Street Names and Block Numbers: STATE PARK, LANGDON, LAKE, OBSERVATORY UNIV. SQ

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 03/16/14 Rain Date(s) _____

Event Start Date(s)/Time(s) 8AM Set-Up Date(s)/Time for Event _____

Event End Date(s)/Time(s) 1PM Take-Down Time 12NOON

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

I/We waive the 21-day decision requirement. _____ (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature [Signature] Date 3/25/14

**Event Schedule for March 16th, 2014
(Subject to Change)**

6:00AM	Setup on Street, in Overture
8:30AM	Registration/Package Pick Up Begins inside Overture Center
10:00AM	Race Starts
12:00PM	Course Closes
12:00PM	Break Down All Event Materials in Overture and on Race Course
1:00PM	All Materials will be off the course

**Safety & Security Plan
(Subject to Change)**

There will be 2 sanctioned medic on staff for any health concerns on the course and/or registration area. They are being hired through Ryan Brothers.

There will be MPD & UWPD officers hired to help with closed roads and direct necessary traffic.

Every turn of the course will have a volunteer to help with directions as well as aid volunteers. Four course marshals on bicycles and one race director will maintain an overall look at any problems by bike. The lead runners will be lead in with a bike to insure safety.

Notification Schedule

All residents along the course will be notified the week leading up to March 16th about the race. Prior to that, we will advertise along the route and in local businesses.

The MPD has been notified and a parade permit has been filed.

Marketing/Advertising begins after January 1, 2014.

Recycling & Refuse Plan

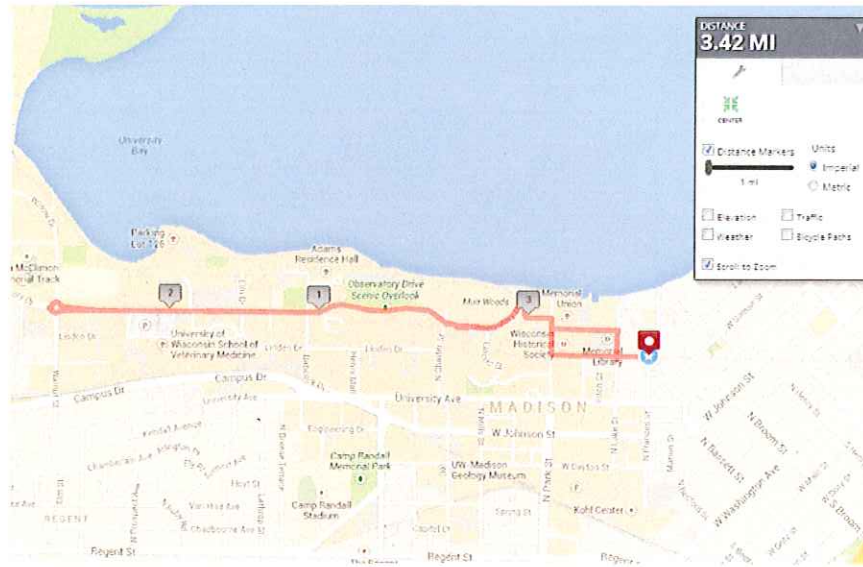
Course maintenance will be handled by a contractor who has been given specific recycling & refuse directions. After material is picked up and sorted, Overture will be able to take it and dispose of it properly.

2 Mile Walk



1. Head West on State Street
2. Continue through Library Mall
3. Turn right at Park Street then turn immediately up Bascom Hill
4. Take Walkway up to Lincoln statue
5. Turn left at Lincoln Drive
6. Turn right at Bascom Hall and follow to Linden Drive
7. Turn left at Henry Mall
8. Turn right onto University Ave, staying on sidewalk
9. Turn left at Charter
10. Turn right at Linden (right before Bascom Hall)
11. Follow to Bascom Hill right side walkway
12. Cross Park Street to Library Mall then follow to finish on State St.

5K



1. Start on 400 block of State Street
2. Go west on State Street
3. Turn right onto Lake Street
4. Turn left onto Langdon
5. Turn right onto Park, then quick left onto Observatory
6. Follow Observatory on right side
7. Turnaround at roundabout on Walnut
8. Follow Observatory's right side back
9. Turn right at Park St.
10. Left onto State Street to finish

10K



1. Start on 400 block of State Street
2. Turn right onto Park Street
3. Turn left onto Observatory
4. Turn right onto Walnut
5. Follow to University Bay Drive
6. Stay on left side of University Bay Drive
7. Turnaround near Harvard Drive
8. Follow Temin Path back to Park St.
9. Turn left to finish on State St.

2014 Madison Shamrock Shuffle Operating Plan

The Madison Shamrock Shuffle 5K, 10K race and 2 mile walk will be taking place on Sunday, March 16th. ON COURSE Set up will begin as early as 6:00AM on race day. This includes set up on the 400 block of State Street (start/finish) as well as indoor set up at the Overture Center. It would be necessary to shut down Metro routes after 6:00AM on race day. We will also notify Wisconsin Union and all Wisconsin Union bus companies since we will be routed by the major bus stop at the Memorial Union.

We will be working to notify any residencies in the area about the race. This includes, specifically, the University Bay area close to the hospital. The race could potentially restrict Lake Mendota Drive, Oxford Road, Columbia Road, Colgate Road and Harvard Drive where they meet up with University Bay. Last year, we placed volunteers to help with any traffic. Though it was put to my attention that last year's race saw only one car held up by our two hours on the road.

The race begins at 10:00AM close to the intersection of W. Gilman & State St. The race also ends there. This will allow any 'pad room' from the start/finish to Gorham's busy intersection. We will ask the MPD if we can hire officers for the Gorham & State Street intersection like we did last year.

In 2013, we had over 70 volunteers helping on race day. We expect approximately the same size race.

In 2013, we had approximately 4,700 participants in the race. Since it's been growing in increments, we believe it may reach close to 5,000 participants this year.

Last year, with your help, we had a safe, fun race with no problems. We found the course was a safe fun setting for the Shamrock Shuffle.

We hired many police officers to help with any road closing dilemmas. I believe that they did a wonderful job and I have heard only positive feedback from runners and volunteers

If you have any suggestions, please let us know.

Respectfully Submitted,

Steve Donovan
Matt Anderson
Julia Voss
Matt Ivens

Board of Directors • Madison Shamrock Shuffle

2014 Emergency Plan & Policies

The 2014 Madison Shamrock Shuffle will be staged at the Overture Center's primary atrium as well as the 400 block of State Street.

In the case of radical weather, we will utilize the Overture Center. We have it from 6AM-12Noon and it will provide cover for heavy precipitation as well as radical weather changes, if the participants are outside. **In the Overture, we have a public announcement system** that allows us to make instant updates for everyone inside.

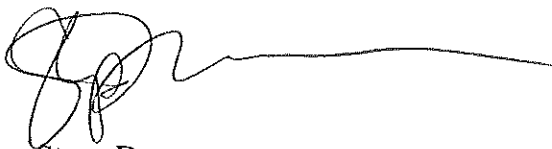
Outside, we have upgraded our PA system so that it is loud and clear to all who take part. All 5,300 people will be able to hear everything that they're being told with the latest technology in crowd speaker technology, provided by Juke Box Bandstand and their electronics partners. This works for both the beginning/during/end of race as well as any kind of emergency announcements.

On the course, we have provided ample supervision of the participants. At every turn, there is a volunteer. On both courses, there is a lead bike to the races as well as two course marshals on bike who police the volunteers as well as the participants. In addition to our course marshals, we have two more members of the Shuffle organization on bike, providing backup—we refer to them as course supervisors. Finally, **we have two Ryan Brothers trucks on hand, equipped with an EMT in each vehicle.** They will be located on either end of the courses. The Ryan Brothers trucks get phone numbers for the race director and the two course marshals.

The two course marshals are responsible for “sweeping” the course at the end of the race. This insures that everyone is accounted and timed.

We make every effort to have eyes and ears on every participant in our race—whether it's a runner, a walker or cars who need to use part of our course. This allows us to respond quickly to any situation that may arise. I've attached the names and numbers of those who will be playing these roles for the 2013 Madison Shamrock Shuffle's Emergency Plan.

Respectfully Submitted,



Steve Donovan
2014 Madison Shamrock Shuffle Race Director

Race Director	Steve Donovan	608-217-6285
Course Supervisors	Matt Anderson Matt Ivens	608-630-6802 608-212-9053
Race Day Events	Ryan Griessmeyer	608-444-2261
Lead Bikes	Pat Gallagher Chris Stotesbery	
Ryan Brothers	Erin Ryan Patrick Ryan	608-310-7921