

# STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event THE 2011 MADISON SHAMROCK SHUFFLE

Event Organizer/Sponsor SHAMROCK SHUFFLE, INC.

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

If Yes, provide State of Wisconsin Tax Exempt Number 75-3153170

Address 8440 OLD SAKE RD.

City/State/Zip MADISON, WI 53562

Primary Contact STEVE DUNNAN FAX \_\_\_\_\_

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

E-mail STEVE.DUNNAN335@GMAIL.COM

Website \_\_\_\_\_

Secondary Contact MEGAN SISSON

Work Phone 608-332-5448 Phone During Event 608-332-5448

E-mail \_\_\_\_\_

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: BOYS & GIRLS CLUB OF WISCONSIN

Estimated Attendance 3000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours \_\_\_\_\_ to \_\_\_\_\_  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 ST / LAKE SHORE PATH

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 3/17/12 Rain Date(s) N/A

Event Start Date(s)/Time(s) 6AM Set-Up Date(s)/Time for Event N/A

Event End Date(s)/Time(s) 12 NOON Take-Down Time N/A

Take-Down Time: start to streets reopened

## APPLICATION SIGNATURE

I/We waive the 21-day decision requirement. SD (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, statutes and laws.

Signature [Signature] Date 4/11/2011

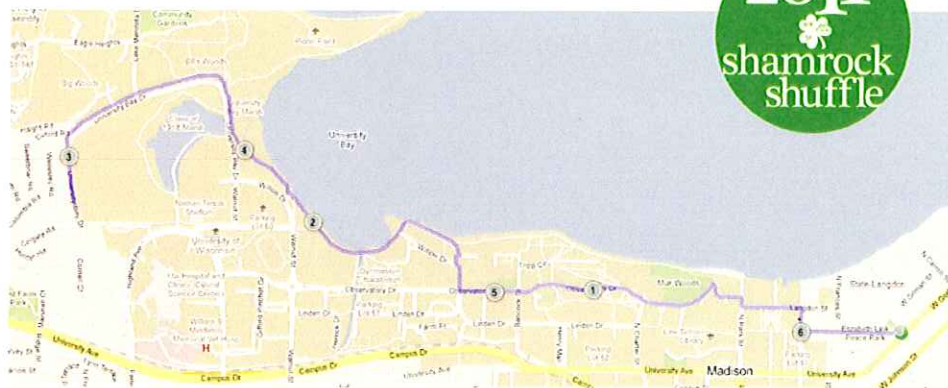
# 2011 Shamrock Shuffle 5K Route



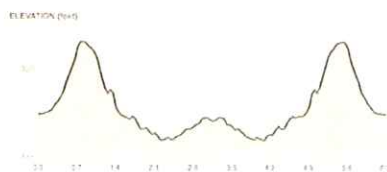
- Start on 400 block of State Street
- Run down State Street past State Street Brats
- Turn right at Lake Street
- Turn left at Langdon Street
- Turn right at Park Street
- Turn left onto Observatory and climb up the hill
- Follow Observatory all the way out to Easterday Ln
- Turn left onto Easterday
- Turn left onto Linden Drive
- Take a sharp right to stay on Linden Drive
- Turn left onto N. Charter Street
- Turn right on Observatory to take it back again



# 2011 Shamrock Shuffle 10K Route



Start on 400 block of State Street  
Run down State Street past State Street Brats  
Turn right at Lake Street  
Turn left at Langdon Street  
Turn right at Park Street  
Turn left onto Observatory and climb up the hill  
Turn right onto Elm Drive  
Elm Drive will veer left, then veer right  
Then a sharp left and onto the Temin Lakeshore Path  
Follow the path around the Class of 1918 Marsh  
This will turn into University Bay Drive  
The turnaround will be close/on Colgate Drive





The Madison Shamrock Shuffle 5K/10K/2 Mile Walk

Saturday, March 17, 2012 at 10:00AM

Street Use Permit & Operating Plan

I. Event Schedule

6:00AM Course & Packet Pick up set up (On Course & Interior Overture Center)  
8:30AM Packet Pickup begins  
9:00AM Amplified Music plays on race start/finish (400 block of State)  
10:00AM Race Begins  
12:00PM Course Shuts Down & Clean Up begins  
12:30PM Estimated Finish Time for Clean Up

II. Event Site Map & Route Map (attached is last year's packet that will be used again this year)

III. Safety & Security Plan

We have increased the number of on course marshals from two to three. Our volunteers are manned at each corner to help direct runners as well as keep watch on runners for any problems. They communicate with Course Marshals (on bike) to help. We hire Ryan Brothers Ambulance for immediate ambulatory needs. Otherwise, we take advantage of 911 services. We also have motorized on course power from our Course Director who has a high powered ATV. The Course Director also happens to be an EMT. All Course Marshals, the Course Director and at least one Race Director has three way radios for immediate communication among each other.

IV. Notification

We notify local business and residents with pre-race door-to-door handouts. The course has very few businesses operating this early on a Saturday morning and we did not receive any complaints when we ran this race on a Saturday during our 2007 race.

V. Certificate of Insurance

Insurance from USATF is being sent to your Risk Management office. If you have not received this, please let us know and we will see to it.

VI. Recycling Plan

As part of the course Director's professional duties, he is charged with waste management and recycling. Each year, Overture has graciously allowed us to take all recyclables to their facilities for disposal.



5K, 10K & 2 Mile Walk  
Information & Tip Sheet

Sunday, March 13<sup>th</sup>, 2011 • Races Begin 10:00AM • The Overture Center

VERY IMPORTANT - Race Course Adjustments & Ice Advisory

- Packet pickup for race bib, race shirt and race chip will take place on Friday March 11<sup>th</sup> and Saturday, March 12<sup>th</sup>. There will also be race-day packet pick up. You will find information about locations & times in this packet.
- 5K & 10K Race courses are tentatively laid out. The courses are on the final pages of this handout.
- The 5K, 10K and 2 Mile courses are very similar to last year's course. The 5K turnaround has been revised to accommodate a large number of people. The Observatory Hill, though, still remains in this out and back course twice.
- Please be advised that there are areas of the course that may be ICY. We ask that you watch your step if you come across ice and snow.
- Please err on the side of caution when you see ice or snow. You may not make a personal record but at least you'll stay injury-free for your next race! Please treat this, as we intended, like a fun run.
- This year's race is chip-timed. You will find your DISPOSABLE plastic chip on your bib number. You will be responsible for fastening it to your shoe. You will not have to hand this into any race volunteers at the end. You can simply dispose of it after you're done with the race.



- Please try to refrain from wearing iPods & mp3 players. We only ask this because (1) it's safer and (2) our regulators at USATF make it a policy to restrict them. In the past, our lead bikes and course marshals blow whistles and yell at runners up ahead to clear the way but didn't hear them because they were listening to music too loudly.
- If you have family or friends who came with you, meet up at State Street Brats! After the race, come out and celebrate with us at Brats. It's next to the finish line and they're opening early (9AM) just for us Shufflers! They're going to goof fun and food & drink specials.

### The 2011 Shamrock Shuffle Packet Pickup & Registration

Pick up your registration materials at two different times & places:

- Wussow Chiropractic, 8443 Old Sauk Road in Middleton, WI  
Next to Fleet Feet Sports Madison  
Friday, March 11<sup>th</sup> from 4PM-7PM and  
Saturday, March 12<sup>th</sup> from 10AM-4PM
- The Overture Center, 201 State Street, Madison, WI  
Sunday, March 14<sup>th</sup> from 8:30AM-9:45AM



You may have a friend pick up your race materials. We advise that you give them consent by giving them a permission slip with your signature. They will need to present that letter at packet pickup.

The race is being chip-timed. The chip will be adhered to your bib number when you pick it up. If you're not wearing a chip on your shoe, we won't have your official time, so it won't be posted. The disposable, paper chip is fastened to your bib number and will need to be fastened to your shoe. After the race, you can recycle the chip or dispose of it.

Online registration closes Thursday, March 10<sup>th</sup> at 11:59PM. If you would like to register after that point, you can stop by our two packet pickups or Overture Center on race day (from 8:30AM to 9:45AM) to get registered. We can't guarantee you a shirt if you're a late registrant. We try to get as many as we can but we can't always predict the exact number of shirts & sizes that we will need. We don't like having a lot of extras either, so if we don't have your size, maybe you can get one in your son or daughter's size so they can enjoy it!



## Parking

You can park at the parking ramps located near The Overture Center. This will have a minimal cost but it will be stored in a dry, convenient location.

Also, the city of Madison has free on-street parking on Sundays. If you find an open spot, you can park there for free. Please check the meters to insure that it's part of Madison's free Sunday parking.

## The 2011 Shamrock Shuffle Races

Registration & packet pickup & chip pickup will take place at the Overture Center (201 State Street, Madison, WI) from 8:30AM-9:45AM on race day. The races begin at 10:00AM.



There will be a free-of-charge coat/gear check inside the Overture Center. You will need to pick up your bag before 12Noon after the race.

The start line is located on the 500 block of State Street. This start line will be well marked with a stage, music and start/finish structure. It is **THREE BLOCKS** from the

Overture Center (after State & Gorham). Please plan accordingly to get down to the starting line in time for your race shotgun start. It's only a couple blocks but it will take you a few minutes to get down there beyond Gorham Street.

If you are pushing a stroller, we suggest that you begin your race towards the back of the pack. This is to insure safety for other runners. We have the race chip timed so you won't lose out by being in the back of the pack.

No pets are allowed on the course. We love running with our dogs, too, but our insurance guys ask that **NO** pets be present.

Please follow directions from course volunteers & course markers. They are there to help, so keep your eyes peeled for them. High-five the volunteers as you pass by.



Costumes are encouraged. If you would like to dress up, please do! You'll be rewarded handsomely if you are the best dressed.

At the finish, smile for the cameras! There will be professional photographers getting you on the course and crossing the finish line. After the race, check our web site for the link to their pictures.

When you cross the finish line, please keep moving so people don't run into you.

You will be given the choice of bottled water and food at the end. Please take what you need to help recover/cool down and make your way to the Overture Center if you have anything you need to pick up.

### After the Race

There will not be an awards ceremony on the day of the race. We will mail all awards after our results have been certified. A link to the race results will be posted as soon as possible on our web site ([www.shamrock-shuffle.org](http://www.shamrock-shuffle.org)).

Join us at State Street Brats for a post race party! There will be food & drink specials as well as good fun with fellow participants. Brats will open at 9AM especially for our race!



### Conclusion



We expected 2011 to be the biggest year for The Madison Shamrock Shuffle. We have witnessed our numbers grow by leaps and bounds. With our growth, the Boys & Girls Club of Dane County have reaped the rewards. Last year alone, we donated \$30,000 to their efforts!

As The Madison Shamrock Shuffle grows, we continue to listen to feedback from all participants and welcome help as we evolve & grow.



We expect that all goes well but we can't predict every problem that comes up. Please be understanding that this is an all-volunteer race that has donated time and money to provide the best race we can. But if you have any suggestions or concerns, feel free to contact us by email ([admin@shamrock-shuffle.org](mailto:admin@shamrock-shuffle.org)) or by phone (608 332-5448).

As always, we thank you for your support. Without it, we would still be a bunch of drinkers with a running problem wondering where to meet up on St. Patty's Day. And the Boys & Girls Club of Dane County would not have the financial blessing that you contributed.