

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Bianca Hanson
Race Day Events
2995 Sub-zero Parkway
Fitchburg, WI 53719
Email:
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Phone: (608) 669-5040

Contact During Event

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Fitchburg, WI 53719
Email
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Phone: (608) 669-5040

Event Information

Name of Event: Shamrock Shuffle

Event Type: One Day

Estimated Attendance: 2850

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:

Langdon St. between Gilman and Park St., State St.
between Gilman and Lake St. N Carrol st.
Observatory Dr, Charter St. Lathrop St.

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
03/12/2022	4:30am	03/12/2022	8:00am	03/12/2022	12:00pm	03/12/2022	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?(\$):

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
03/12/2022	7:00am	03/12/2022	1:00pm	

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

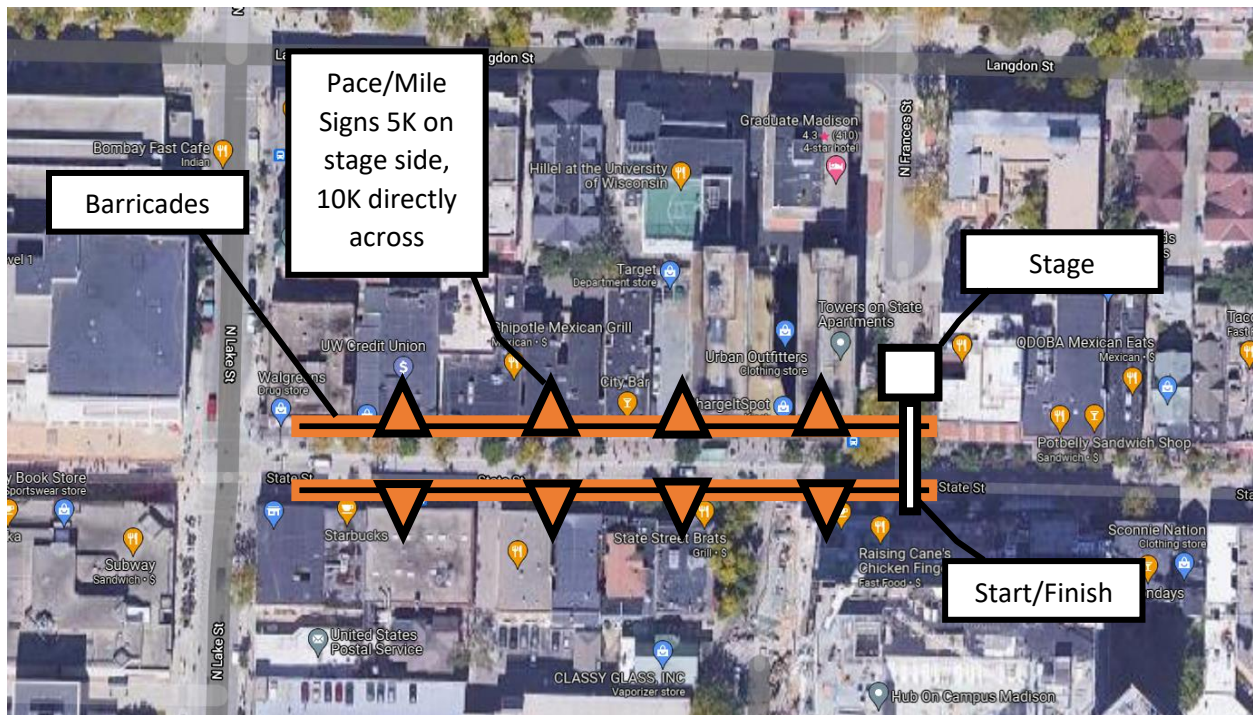
Signature: Bianca Hanson

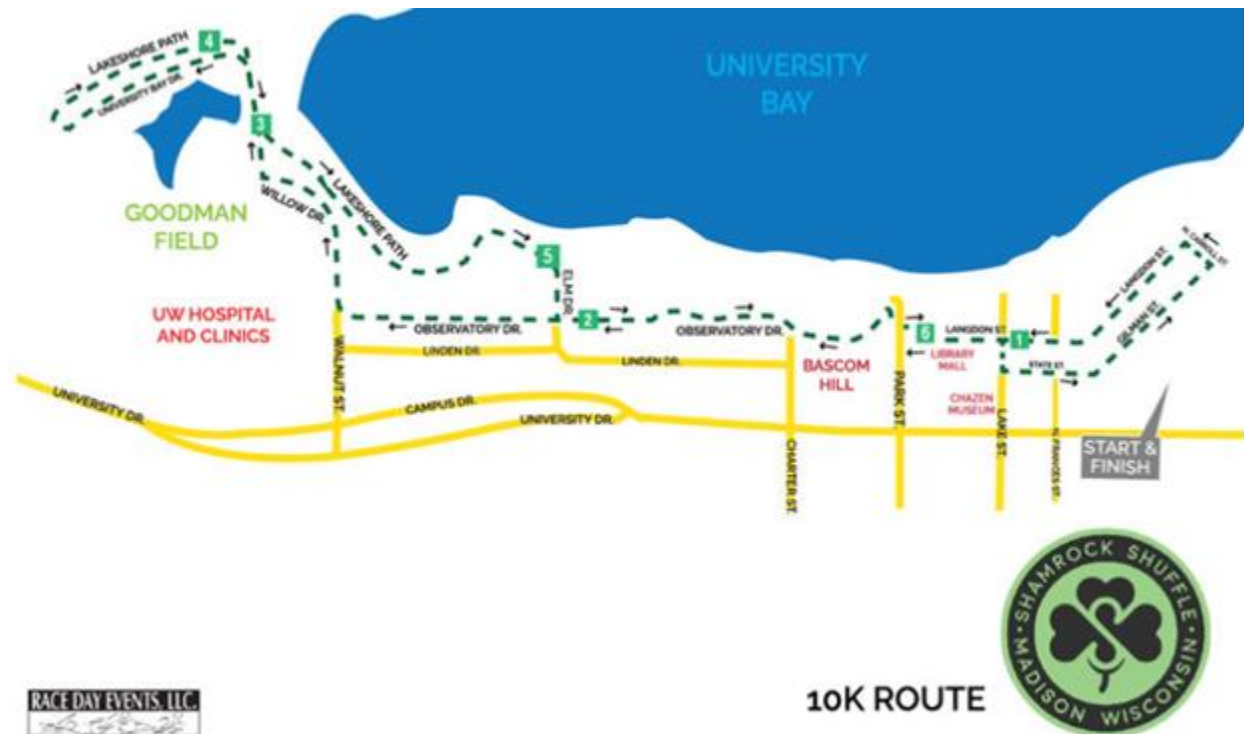
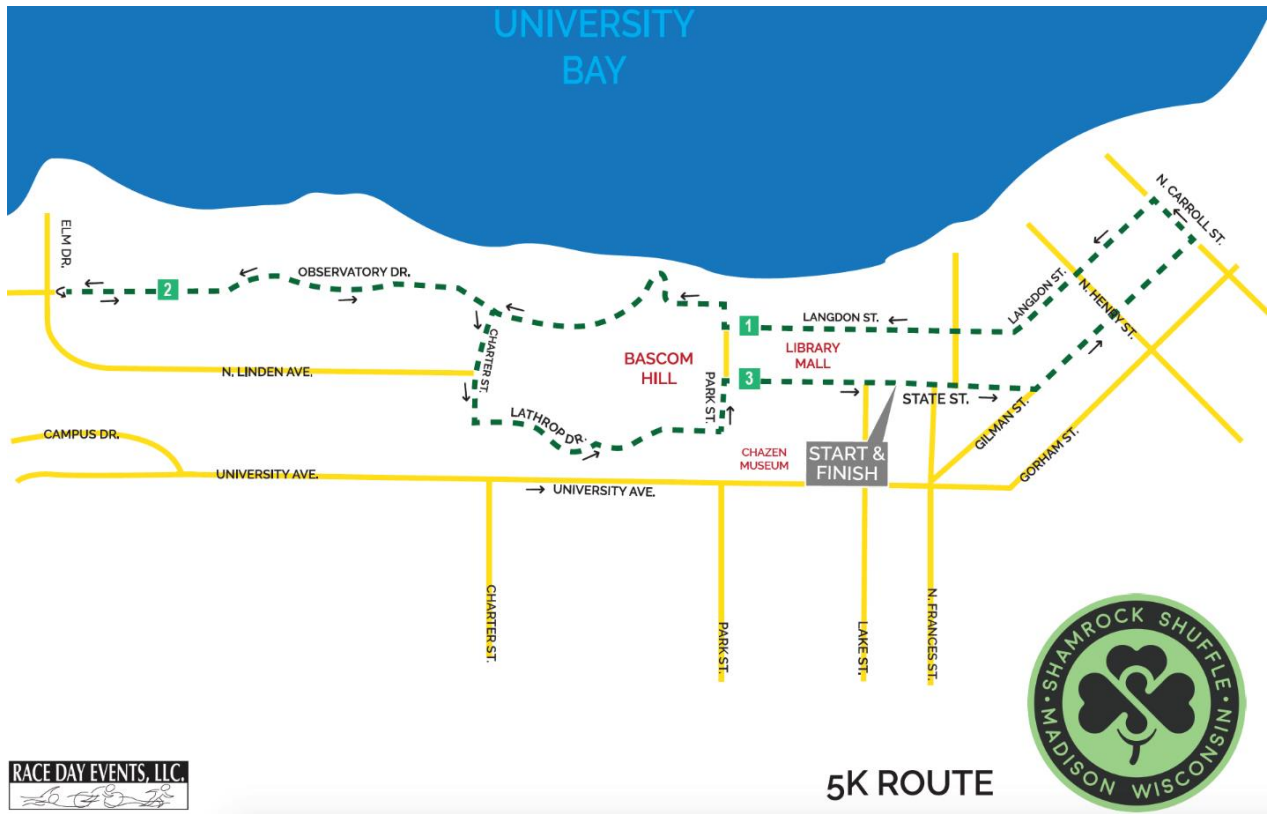
Date: 12/23/2021

Street Event Schedule:

Time	Schedule
4:30am – 6:00am	Drop fence and unload box truck at S/F (All site & course) - State St
4:30am	Set-up Stage - State St
4:30am – 7:30am	Course set-up – coning
5:00am	Gain access to Pyle Center to setup PPU
5:00am – 7:30am	Set-up S/F area (All site) - State St
6:30am	Announcer arrives playing soft music
6:30am	Set-up aid station and Mile Markers
6:30-7am	Leave to set-up split point
6:45am	PPU/REG Begins
7:00am	Announcements begin
7:45am	Stage F250 at Elm St & Observatory
7:45am	PPU/REG ENDS
8:00am	10K race starts
8:00am	Stage traffic truck at 10K turn around
8:00am	Tear Down Reg
8:15am	5K race starts
8:30am	Remove NO-Parking signs from Langdon & Carroll St (Bring Clippers) - On Foot
9:00am	Clean up water station and garbage
9:00am-10:30am	Clean up finish area

Street Event Site Map:





Shamrock Shuffle 5k Route

1. Start on State St near Frances St.
2. State St. to Carroll St.
3. Left on Carroll St. to Langdon St.
4. Left on Langdon St. to Park St.
5. Right on Park St. to Observatory Dr.
6. Left on Observatory Dr. runners stay to right until turnaround near Elm Dr.
7. Observatory Dr. back to Charter St.
8. Right on Charter St. runners stay to left in coned lane to University Ave.
9. Left on Lathrop. (cone closing off Lincoln so runners stay on Lathrop)
10. Left on Park St. to Library Mall
11. Right on Library Mall pedestrian path to State St. (Cone for runners to stay to right)
12. Straight on State St. to Finish.

Shamrock Shuffle 10K route

1. Start on State St near Frances St.
2. State St. to Carroll St.
3. Left on Carroll St. to Langdon St.
4. Left on Langdon St. to Park St.
5. Right on Park St. to Observatory Dr.
6. Left on Observatory Dr. runners stay to right until Walnut St.
7. Right on Walnut St. through Lot 60 to University Bay Dr.
8. Right on University Bay – at Mendota Dr cone runners to South side lane running on their left. to Turnaround . (Center line cone the center line with 28” cones heavy)
9. After turnaround come back in southside lane again running on left side
10. After passing Mendota Dr runners move to north side of road running on left (center line cone)
11. Turn left onto Lakeshore Path
12. Continue on Lakeshore Path to Elm Dr.
13. Right on Elm Dr. to Observatory Dr.
14. Left Observatory Dr. to Park St.
15. Right on Park St. to Library Mall
16. Left on Library Mall pedestrian path to State St. (cone to keep them on the left hand side)
17. Straight on State St. to merge with 5k runners and finish on State St.

EMERGENCY ACTION PLAN AND PROTOCOL

For



2022 Shamrock Shuffle EAP

Planning for an Emergency

This outline will serve as a guideline for the 2022 Shamrock Shuffle to deal with emergency situations on race day.

What Race Day Emergencies Can the Marathon Face?

Issues that can face the Shamrock Shuffle the day of the race are:

- Severe or Extreme Weather Conditions – extreme low/high temperatures, lightning
- Emergency course changes (in case of on-course fires, vehicular accidents, overnight storms or flooding)
- Accident along the course involving runner(s)
- Runner death

There are other, unforeseen emergencies that could happen on race day. We will offer general guidelines on how to handle these issues with the runners, the public and the media.

Media Management

First, identify the problem. Don't speculate on what the issue may be, before the facts are in.

Second, do NOT make any statement to runners or media until the Emergency Management Committee (EMC) has met and the Command Post (CP) is notified. This committee will include the designated representative from Boys and Girls Club, 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. This meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official Race position or response is.

Third, be honest. The object is to relay accurate information while keeping the message simple and positive as possible.

Fourth, name ONE person who is the official spokesperson of the Shamrock Shuffle (MFI President, Event/Race Director, or Marketing Director). All media requests will be directed and coordinated through the Marketing Director. The reason for this is to keep the SS message consistent.

Fifth, any request for information, whether it's from runners or media, will be handled through the Marketing Director, which then will schedule a response from the spokesperson. If it is a major event or crisis, a news conference will be scheduled on site.

Sixth, follow up on a regular basis with updated information as long as the situation is unresolved. For example, delays at the start should be announced every five minutes, with explanations on what is being done to rectify the situation. A delay due to weather will use the policy established in 2012 regarding start times and notifications.

Starting Line Announcements:

For weather: "Attention runners, our weather forecasters from (media partner) tell us that lightning is in our area. Because the safety and well-being of our runners, the volunteers and the safety workers along the course are foremost in our minds, we are delaying the start of the race. Please find shelter in the nearest parking ramp or return to your cars for safety until the storm passes."

(update conditions every 5 minutes until you can announce the race start will be in 5 minutes)

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 ____ of the Shamrock Shuffle. If you are running to that mile, be aware that extra safety personnel and markers will be on hand to direct you along the detour. Your safety and well-being are our main concern, so please be aware of the changes."

For any other delay: "Attention runners. Because of _____, the start of the Shamrock Shuffle will be delayed approximately ____ minutes. We plan to start the race in ____ minutes, as soon as the situation is corrected. We will keep you updated on the start time, but please, stay here at the starting line."

Emergency During Race:

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 comment will be coming shortly, 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 an official statement. This is what will be given to the media, with NO deviation from the talking points.
3. If there are several requests for reaction, call a news conference. Contact media on site, plus call local news outlets on the media contact list and inform them of a news conference to discuss the situation. If it is appropriate to have other officials there besides the Shamrock Shuffle spokesperson, have those persons available at the news conference. If it is a traffic issue, have a police spokesperson there. If it is a health issue, there is little that can be told to the media because of HIPA rules.
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 web site as quickly as possible.

Weather Emergencies:

If dangerous weather conditions occur during the race or temperatures become too dangerous, the Race Director, in consultation with the EMC, Medical Director, and CP will make the decision on whether to continue the event. Runners will be notified on course by event personnel, police, and through the flag system. (The procedures will be announced to runners on Race Day and in final instructions)

Post-Race Announcements:

The only public crisis announcements that need to be made might be those involving weather. Again, if lightning is in the area, warn spectators and vendors to seek shelter, modifying the starting line weather announcement.

Response to Runners:

Injuries: If someone is seriously injured during the race, the Board President should contact the person and/or family as soon as possible. In addition, the President should consult with the board attorney and follow up with a hand-written note and a waiver for the next year's entry fee (if appropriate). 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 tent or hospital, course volunteers should attempt to **obtain the name and/or race number of the patient**. This is the best and most expedient way to identify the person and contact his/her family. Pass that information along to the Medical 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.

If there is serious injury along the course, call 911 directly. Time is of the essence and radio or phone relays back to the Medical Director only delays treatment. Only do this for serious injury, not sprains or scrapes.

Minor injuries will be treated by volunteer athletic trainers stationed at aid and water stops along the route. That will include administering Band-aids, wrapping sprains, providing Vaseline, etc. This will provide more immediate treatment and will clear the Medical Tent at the finish line for more serious injuries.

The Event personnel, athletic trainers, and EMTs at the finish line WILL NOT treat spectators. If there is a traumatic incident involving spectators the CP will be notified and the appropriate action will be directed from this location.

Complaints/Comments: If someone has a complaint about the race and expresses it to a race volunteer or official, the volunteer/official should:

- Thank them for their comments and their concern.
- Promise to look into the situation.
- If possible, collect contact information (e-mail or phone number)
- Volunteers/officials receiving the comments should provide this information to the Operations Director before leaving the race area. If unable to do so, the volunteer should email this information to Race Day Events within 36 hours of the end of the race.

- Follow up should occur no less than a week after the Event. Customer service extends beyond pre-race questions, to post-race concerns.

Street Event Clean-Up and Recycling Plan:

Clean Up and Recycling Plan:

Race Day Events will have 15 staff members dedicated to clean-up during and after the Shamrock Shuffle. RDE will also be providing garbage cans and bags for participants and spectators to use while throughout the event. These garbage cans will be strategically placed at the Start/Finish line as well as at Aid Stations to throw any items along the way.

Post-race, these garbage bags will be taken back to Race Day Events Headquarters to be thrown in our dumpster provided by Badgerland Disposal, an LRS Company. Any bags of recycling that are collected will be put in our recycling dumpster to also be picked up by Badgerland Disposal.

Accessibility Plan:

There will be no blocking of any sidewalks, pathways, or aisles. Our equipment, including the stage and the start/finish line will not be impeding on any walkway for participants or patrons of Madison.