

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Brian Hamilton  
Race Day Events, LLC  
2995 Sub-zero Pkwy  
Fitchburg, WI 53719  
Email:  
Brian.Hamilton@racedayevents.Com  
Phone: 16082351222

### Contact During Event

Brian Hamilton  
Race Day Events, LLC  
2995 Sub-zero Pkwy  
Fitchburg, WI 53719  
Email  
Brian.Hamilton@racedayevents.Com  
Phone: 16082351222

### Event Information

---

Name of Event: Shamrock Shuffle

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 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:

500/600 Block State Street, 200-010 W.Gilman St., west Wisconsin Ave, 010-200, 600 Block Langdon Street, N. Park Street. (See site and course maps)

## 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
03/11/2023	4:30 AM	03/11/2023	8:00 AM	03/11/2023	10:30 AM	03/11/2023	12:00 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?(\$):

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
03/11/2023	6:30 AM	03/11/2023	10:30 AM	

### 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

---

By initialing, I/we  
waive the 21-day  
decision  
requirement :

BH

Signature: Brian Hamilton

Date: 01/05/2023

# STREET EVENT SCHEDULE – SHAMROCK SHUFFLE

## FRIDAY MARCH 10, 2023

- 10 Yard Dumpster delivery – LRS
- 18 Porta-Potty delivery - LRS

## SATURDAY MARCH 11, 2023

Time	Schedule
4:30am – 6:00am	Drop barricade fence and unload box truck at Start/Finish Line (All site & course) - 600 block State Street
4:30am	Set-up Stage and Start/Finish Truss - 600 block State Street
4:30am – 7:30am	Run Course set-up – coning and traffic control barriers/signs
5:00am	Gain access to Pyle Center to setup Packet PickUp
5:00am – 7:30am	Set-up Start/Finish area (All site) - State Street
6:30am	Announcer arrives playing soft music
6:30am	Set-up aid station and Mile Markers
6:30am	EMS and Madison PD on station
6:45am	Packet PickUp/Registration Begins – Pyle Center
7:00am	Announcements begin – Start Line
7:45am	Stage RDE Vehicle at Elm St & Observatory
7:45am	Packet PickUp/Registration ENDS
<b>8:00am</b>	<b>Speaker and 10K race starts</b>
<b>8:25am</b>	<b>5K race starts</b>
8:25am	RDE Vehicle follow last runner/walker. Pickup signs, cones, traffic barriers behind last participant.
8:45am	Remove NO-Parking signs from Langdon & Carroll St (Bring Clippers) – Team On Foot
9:15am	Clean up water aid stations
9:15am	Begin opening up streets to full traffic (W.Gilman, Wisconsin Ave., Langdon Street)
9:00am-10:00am	Clean up finish area
10:00am – Noon	Tear Down Finish Line, Barricades, Trash Disposal

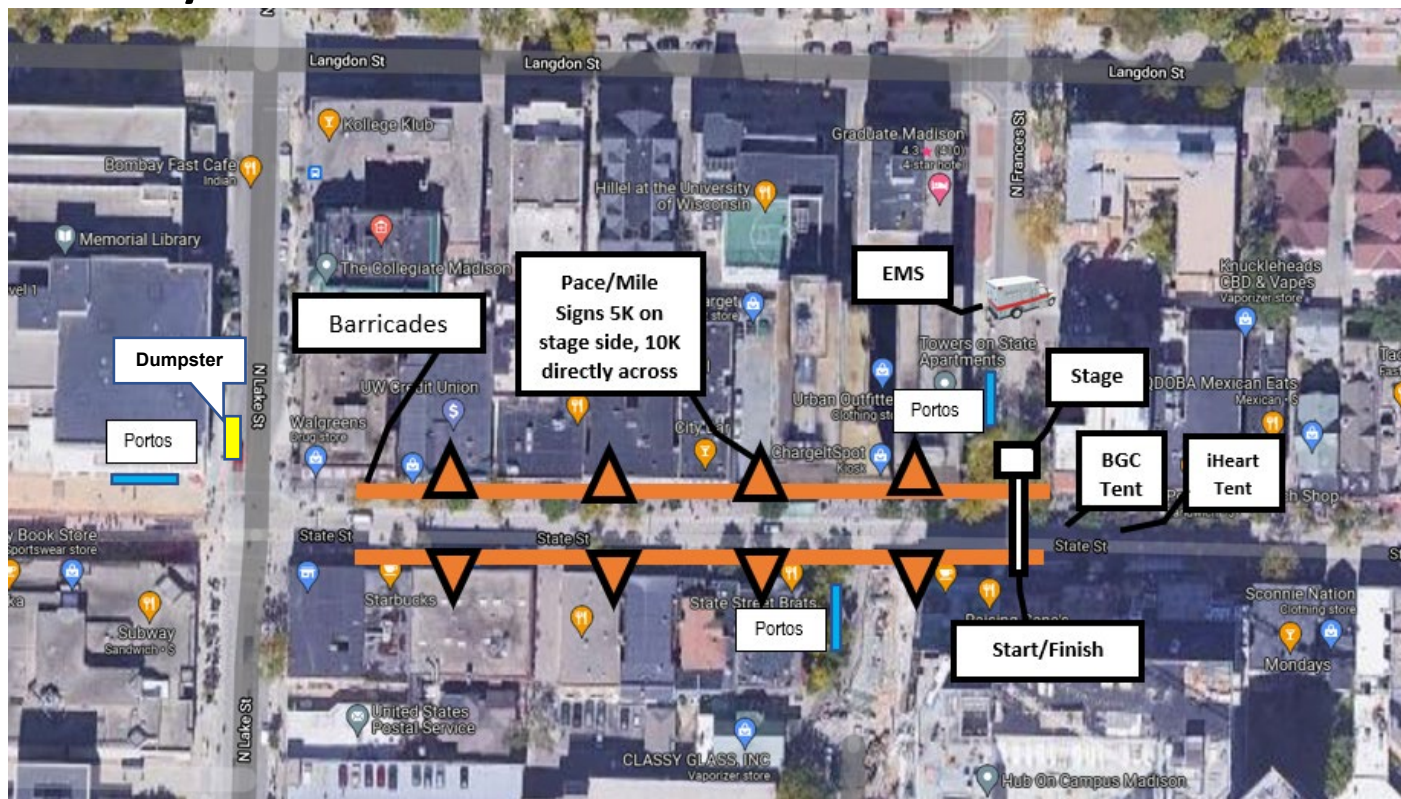
**MONDAY A.M. ,MARCH 13, 2023**

- 10 Yard Dumpster Pickup – LRS
- 18 Porta-Potty Pickup - LRS

## Accessibility Plan:

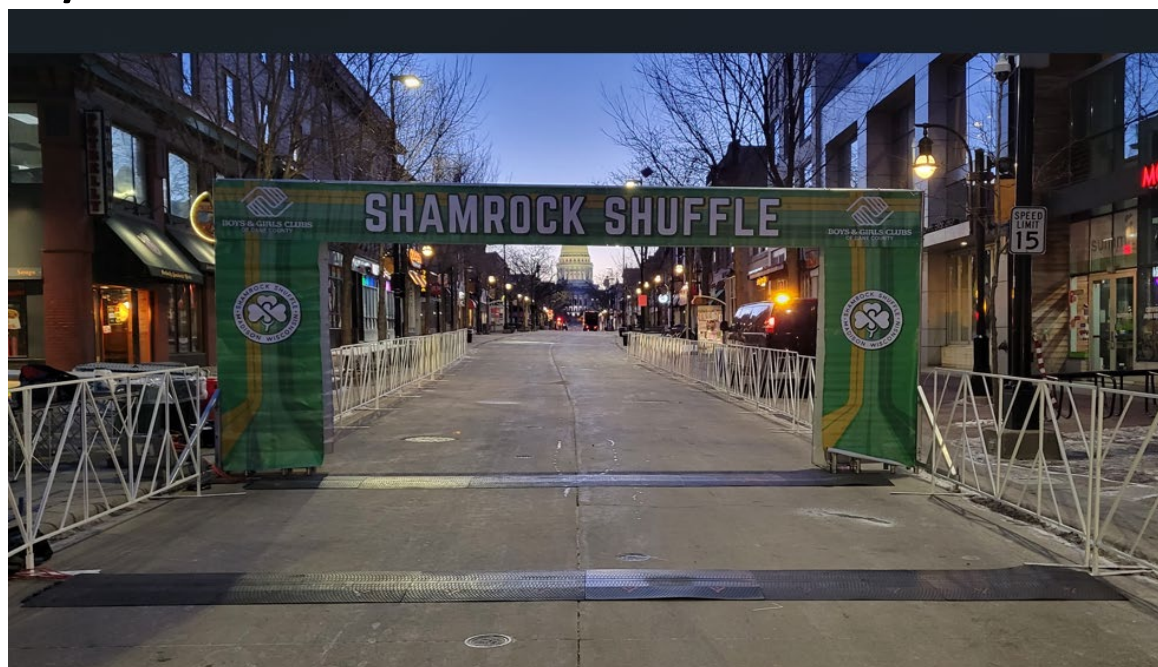
There will be no blocking of any sidewalks, pathways, or aisles. Our equipment, including the stage and the start/finish line will not be impeding on any walkway for participants or patrons of Madison.

## Site Layout:



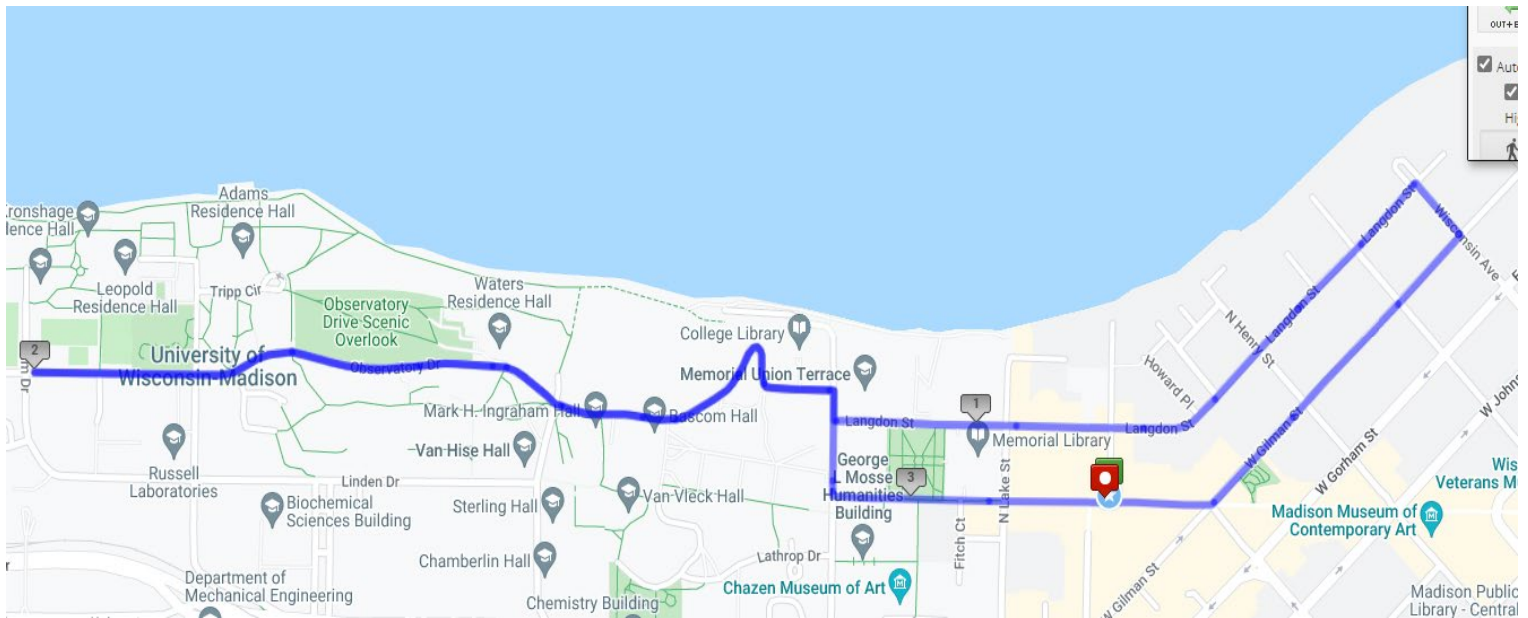
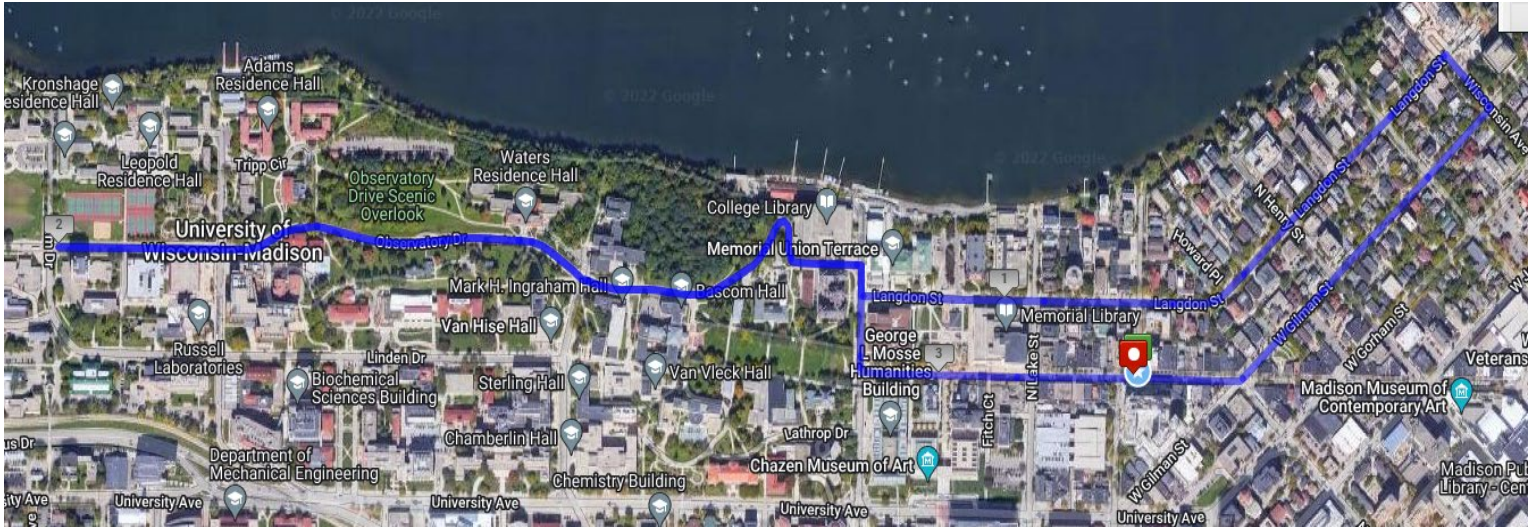
- Stage will be a low-rise 8' x 8' platform
- Barricades are individually 4' high x 10' long

## Start/Finish Line:





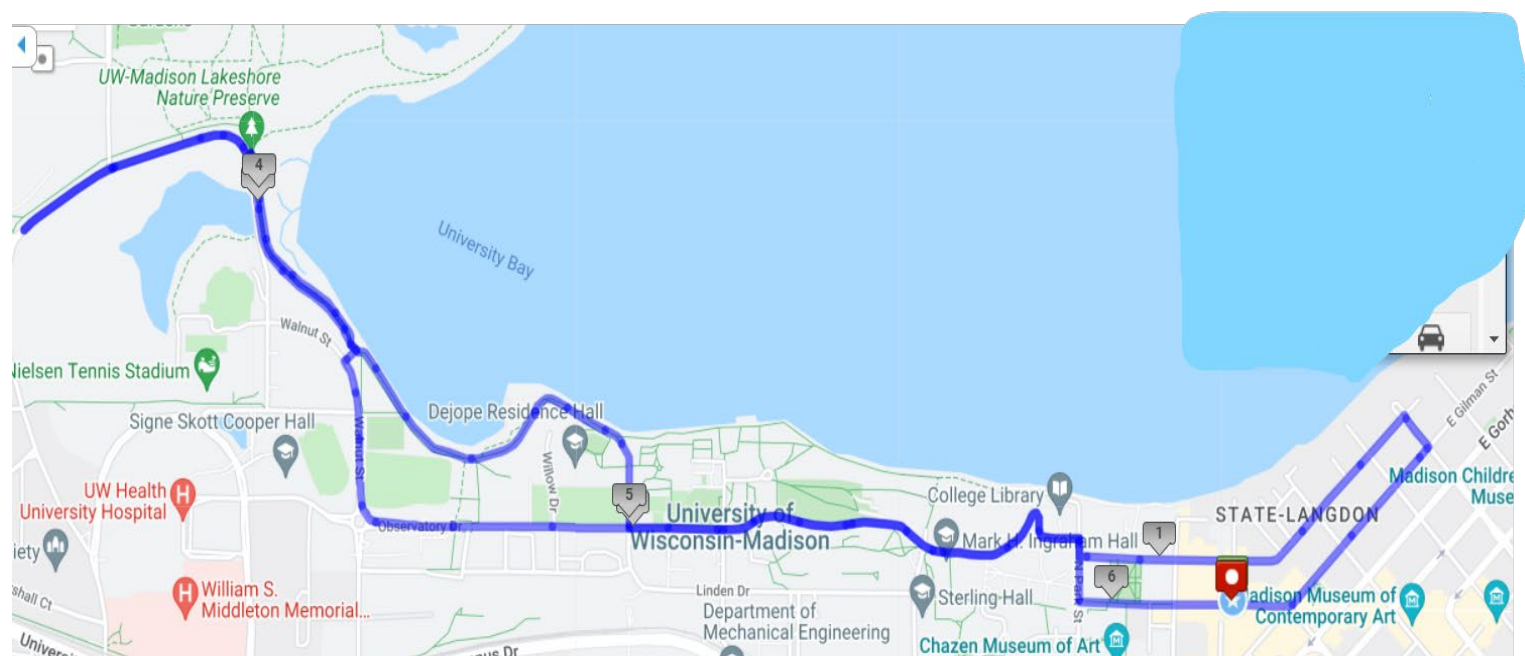
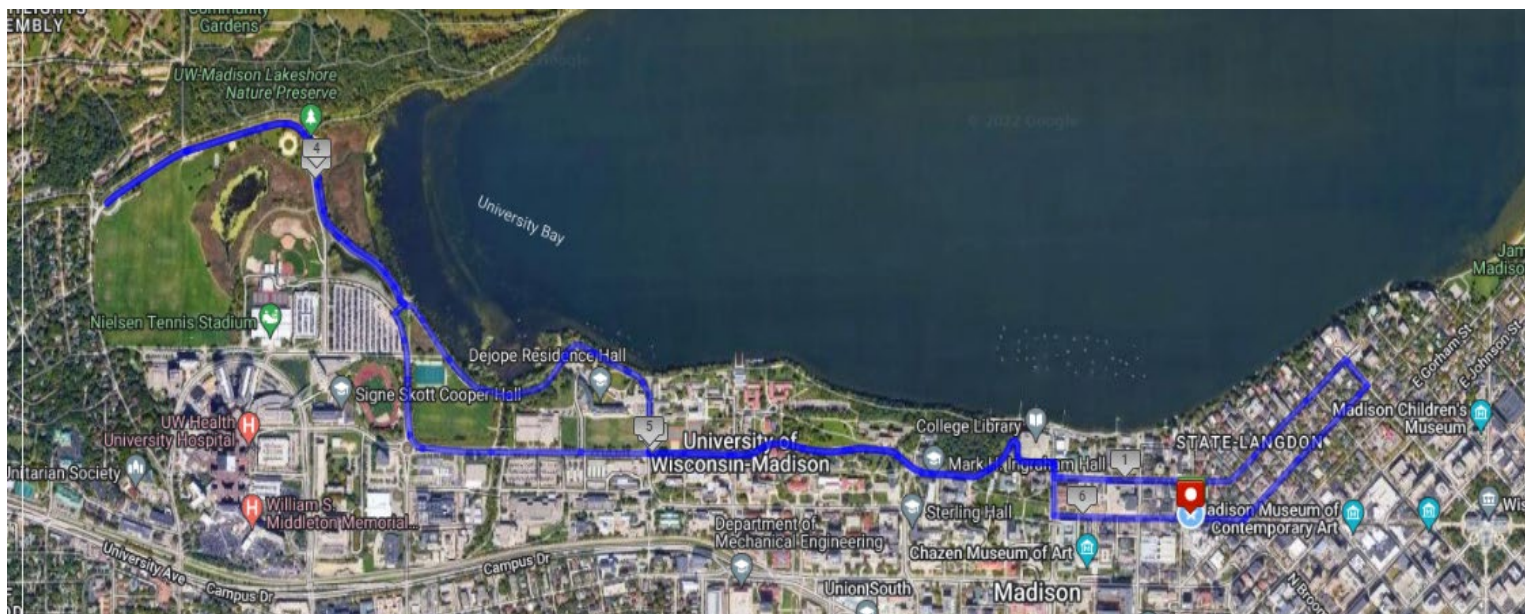
## 5K RUN / WALK





# Course Maps

## 10K RUN





## 5K and 10K COURSE TURN-BY-TURN

We are submitting the 2022 approved course for the Street Use Permit but it could change due to construction or other City of Madison/University Wisconsin-Madison needs. Changes to the course will be updated and sent to EMS prior to event day.

### **10K RUN (clickable link):** [Shamrock shuffle 10k final 2022 approved - MapMyRun](#)

1. Head East on State St. then turn left onto W. Gilman St.
2. Turn Left onto Wisconsin Ave
3. Turn Left onto Langdon St.
4. Turn Right onto Park Street
5. Turn Left onto Observatory Dr.
6. Turn Right onto Walnut St. (at roundabout)
7. Turn Right (lot 60 is on the left) at the boat launch driveway and then left onto The Howard Temin Lakeshore Path (left side of path)
8. Turn Left onto University Bay Dr (from the UW Madison Lakeshore Nature preserve).
9. Continue on University Bay Dr. running against traffic on left side of road
10. U-Turn around (near the parking lot off of Oxford Dr.)
11. Continue on University Bay Dr. running with traffic on the left side of the split eastbound lane
12. Turn Left onto The Howard Temin Lakeshore Path (from University Bay Dr. at the UW Lakeshore Nature Preserve driveway). Stay to the left path.
13. Continue in the Left lane of the Howard Temin Lakeshore Path
14. Turn Right onto Elm Dr (from the path)
15. Turn Left onto Observatory Dr.
16. Turn Right onto Park St.
17. Continue Straight on Park St.
18. Take a Left onto the Library Mall/State St. and continue until the finish line!

### **5K RUN (clickable link):** [Shamrock shuffle 5k final 2022 approved - MapMyRun](#)

1. Head East on State St. then turn left onto W. Gilman St.
2. Turn Left onto Wisconsin Ave
3. Turn Left onto Langdon St.
4. Turn Right onto Park Street
5. Turn Left onto Observatory Dr.
6. Continue on Observatory Dr. westbound
7. U-Turn around point at Elm St. and Observatory Dr.
8. Continue Eastbound on Observatory Dr.
9. Turn Right onto Park St.
10. Continue Straight on Park St.
11. Take a Left onto the Library Mall/State St. and continue until the finish line!

## STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

Do you have public amplification planned for your event?

☒ Yes ☐ No

If Yes, please continue. If No, skip this form.

### EVENT INFORMATION

Name of Event: Shamrock Shuffle

Contact Person: Brian Hamilton, Race Day Events, LLC

Location: 200 block of State Street, Madison, WI

Date: March 11, 2023

Type of Amplified Sound:

☐ Band

☐ DJ

☒ Sound System

☒ Speeches/Announcements

☐ Karaoke

☒ Other (please specify): Music

Hours of Amplification:

Date: March 11, 2023

Time: 6:30 AM - 10:30 AM

# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "Shamrock Shuffle" will be held March 11, 2023 at 600 Block of State Street, Madison, WI.

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "Shamrock Shuffle" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

## III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

## IV. BASIC PLAN

### A. Emergency Action Plan (EAP) Event Representative

- 1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as Brian Hamilton - Race Day Events, LLC.

### B. Emergency Notification

- 1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
- 2. We ☒ will / ☐ will not have on-site EMS (Brian Hamilton - (608) 235-1222)
- 3. We ☒ will / ☐ will not have on-site Police or Security (Brian Hamilton - (608) 235-1222)

### C. Severe Weather

- 1. Weather forecasts and current conditions can be monitored through the [National Weather Service's Madison Weather Forecast website](#).
- 2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such Brian Hamilton and will be responsible to monitor the weather conditions before and during the event.
- 3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee Brian Hamilton will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
- 4. There are very limited provisions for sheltering participants in the event of severe weather.
- 5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

### D. Fire

- 1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
- 2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
- 3. If cooking is intended, you must contact the fire department and -
  - a) Must have a valid fire extinguisher, 2A10BC
  - b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)

- c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
  - d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
- 4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
- 5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
- 6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

#### **E. Medical Emergencies**

- 1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
- 2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
- 3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

#### **F. Law Enforcement**

- 1. The need for constant Law Enforcement presence at this event  
☒ has / ☐ has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
- 2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

#### **G. Emergency Vehicle Access**

- 1. Access for Emergency Vehicles will be maintained at all times.
- 2. 20' Fire Lanes are required to be kept open at events.
- 3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
- 4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
- 5. Crowd control will be managed by: Race Day Events and Madison Police Department.
- 6. Parking for vendor and staff vehicles will be: State St. Campus Garage.
- 7. Parking for attendee vehicles will be: State St. Campus Garage, Lake & Johnson Ramp, University Square.

#### **V. CONTACT INFORMATION**

Primary Contact	Brian Hamilton - Race Day Events, LLC	608-235-1222
Secondary Contact	Genna Sticha- Boys & Girls Club of Dane County	608-358-8066
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345





# **2023 Shamrock Shuffle EAP – March 11, 2023**

## **Planning for an Emergency**

This outline will serve as a guideline for the 2023 Shamrock Shuffle to deal with emergency situations on event day.

### **What Race Day Emergencies Can the Running Event Face?**

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

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

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. Also, 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).

### **Hospital Transports**

The primary hospital for transports is UW Hospital located at 600 Highland Ave. Other hospitals include Meriter, located at 202 S. Park St. and St. Mary's, located at 700 S. Park St. These hospitals will be used by choice of patient and/or in the case of less severe injuries. Madison Fire and EMS is the primary transporter for the event.

## **Starting Line Announcements:**

**For weather:** "Attention runners, our weather forecasters from (media partner) tell us that (weather condition) 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 for (XX) minutes. Please find shelter in the nearest parking ramp or return to your cars for safety until the storm passes."

(Conditions updated every 5 minutes until 5 minutes out for actual race start time)

**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.”

## **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 event flag system. (The procedures will be provided on the event website, in participant information, and announced to runners on race day).

The Emergency Management Committee (EMC) makes the final call regarding weather matters. 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.

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. Threshold for lightening is 10 miles.

### **Inclement Weather**

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.

The Race Director will decide on the start of the event 20 minutes prior to published start time. If conditions prohibit the start of the race on time appropriate delays will occur until safe to do so. If conditions do not allow the race to start on time, the race will be shortened and or cancelled.

If inclement weather occurs after the race has started, athletes and volunteers are on their own to seek shelter. Weather issues will be communicated via radio to list below telling people what to do. Potential shelters are schools and churches along the route, park shelters, bridge over passes, parking structures in the city of Madison and on the UW Campus.

### **Communication plan for broadcasting weather issues**

Should inclement weather be forecasted/threatening the race, Race Command will be in contact with Brian Hamilton (Race Director) to inform of 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. If race needs to be stopped or shortened or changed, the Race Director will make that decision. Communications to UWPD and Madison Police, and other parties will be made through Dane County Communications, and necessary 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 hard lines as a back up to that where possible.

After race start, weather updates will be broadcast whenever any weather condition of concern is detected. Threshold for lightening is 10 miles.

## **Emergency During Race:**

No general announcement is needed to the public at the start-finish area UNLESS there is an imminent safety issue that could affect participants or spectators in the Start/Finish area. 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 HIPAA 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.

### **Emergency Route Changes:**

Police in that particular jurisdiction will make all final decisions regarding any route changes after consultation with Race Director.

### **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 parents (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 parents. 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 tower. Likewise, as Police are approached regarding missing child, it should be communicated to race command so it can be broadcast to Event Staff.

***ANY official crisis statement made by the Event should be posted on the Event web site as quickly as possible.***



## 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 Boys & Girls Club of Dane County representative and/or event Race Director, should contact the person and/or family as soon as possible. In addition, the Boys & Girls Club of Dane County should consult with the Organization's 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 (if available). 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.

## 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 of Dane Co. (BGCDC), 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 (BGCDC President, Event/Race Director, or BGCDC 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 BGCDC Marketing/PR 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.

### **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 (and do so).
- 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:**

Race Day Events will have 12 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 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. In addition to garbage cans, Race Day Events will supply Blue Recycle cans and bags.

Post-race, these garbage bags will be emptied into a 10 yard dumpster to be placed on the 500 block of N. Lake Street (west side of street) in the two "Loading Zone" spots - dumpster provided by Badgerland Disposal, an LRS Company. Recyclables will be taken back to Race Day Events Headquarters to be thrown into our recycling dumpster to also be picked up by Badgerland Disposal.

Dumpster drop-off tentatively for March 10, 2023 with pick-up on March 13, 2023. Will coordinate with the City on specifics of placement.