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[www.racine.org](http://www.racine.org)

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April 1, 2014

Mr. Tom Friedel  
City of Racine Administrator  
730 Washington Ave.  
Racine, WI 53403

Mr. Friedel,  
Real Racine would like to bring a new, national race called "The Totally Rad '80s Run" to downtown Racine on Sunday, June 29. Our proposed start time is 4 p.m.

The course would be exactly the same as the one used for The Color Run (see attached map.) It would start and finish on Pershing Park Drive. We are expecting, hopefully, between 1,500-2,000 runners for the race. The race is a "normal" 5k run, with the exception that participants are encouraged to wear '80s attire (neon, spandex, leg warmers, etc.)

Unlike The Color Run, all runners would start at the same time (instead of waves), which would minimize inconvenience to the public in terms of road closures, detours, and no parking on some streets. Roads utilized for the course would be closed to traffic for 15 minutes early on in the race to about 45 minutes toward the end of the course. We anticipate 6th Street and Pershing Park Drive (near the boat launch ramp) would be inconvenienced for about 15 minutes. We already have a permit for Pershing Park.

Since most establishments are closed in the late afternoon on Sunday, this will have minimal impact on the downtown area. We have already met with alderman Jeff Coe who is in support of the race.

From a marketing and tourism standpoint, we look at this event as a great way to get a couple thousand new people to downtown Racine to expose them to all the great city has to offer. We estimate that at least 80% of runners will be from outside of Racine County. The date of the race is also important because it is during Summerfest and we love the idea of stealing people away from a Milwaukee event.

Please let me know if there are any questions.

Sincerely,

A handwritten signature in black ink that reads 'Dave Blank'.

Dave Blank  
President/ CEO  
Real Racine

# Totally Rad '80s Run

Sunday, June 29 at 4 p.m. at Pershing Park



Start: Pershing Drive along the Lakefront  
Finish: Pershing Drive near Gateway Tech College