



www.racine.org

14015 Washington Avenue · Sturtevant, WI 53177 · 262.884.6400 · Fax: 262.884.6404 · 1.800.272.2463

Mr. Tom Friedel
 Administrator, City of Racine
 730 Washington Ave.
 Racine, WI 53403
 CC: Ms. Stacey Salvo, City Attorney's Office

February 3, 2016

Dear Mr. Friedel,

Real Racine, on behalf of Bigsley Event House (dba The Color Run), requests Racine Common Council approval to host the upcoming The Color Run 5k run/walk on the streets of downtown Racine and portions of the Lake Michigan Pathway on Saturday, May 28, 2016. This will be the fifth time the event will be held in downtown Racine.

Here is the specific event information:

Name of Event: The Color Run 5k

Date: Saturday, May 28, 2016

Run Start Time: 9:00 a.m.

Anticipated Street End Time: 11:00 a.m.

Anticipated Participants: 4,500

Description of Event: This is the 5th year of event in Racine and the 4th year it will be held at Pershing Park. The Color Run is a non-timed, 5k fun run/walk. Each year the event has turned out between 4,000-6,000 participants. Participants start the race in front of Pershing Park along Pershing Park Drive. The course winds through the streets of downtown Racine and utilizes part of the Lake Michigan Pathway. At five locations along the course, volunteers spray a colored cornstarch on the participants. The finish is on the grass at Pershing Park. The event concludes with music at the stage and a "color throw" every 15 minutes, where participants toss individual packets of "color" in the air.

I have attached a copy of the proposed course map. Real Racine is requesting full road closure for the entire course for the duration of the event.

The event has used the same course successfully since 2013. I have already submitted the proper permitting and approval paperwork with the PRCS Department. I will also work closely with Lt. Dave Wohlgemuth from the Racine Police Department to secure the safety and road closure traffic control of the event.

Real Racine is the sponsor of this event, which is owned and managed by Bigsley Event House (dba The Color Run).



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Bigsley Event House
1957 South 4800 West
Salt Lake City, UT 84104

Local company representative:

Kari Dawson
kari@realracine.com or kari.dawson@bigsley.com
(262) 488-1602

Corporate company representative:

Dane Cannon
dane@bigsley.com
(801) 836-1805

Thank you for your consideration again this year.

A handwritten signature in black ink that reads "Kari Dawson". The signature is written in a cursive, flowing style.

Kari Dawson
Events Director, Real Racine
(262) 898-3323
kari@realracine.com

**2016 The Color Run Racine
Pershing Park Schedule of Events**

Friday, May 27

9:00 a.m.: TCR staff arrives at Pershing Park to begin setup
Deliveries begin to arrive (portable toilets, dumpster, trash cans, golf carts, equipment)

Set up includes:

- 1) Set up and placement of start line structure, barricades, sound system and inflatable arches (deflated until race day)
- 2) Set up and placement of the finish line barricades, flags, inflatable arches, signage.
- 3) Set up of stage and sound system
- 4) Set up of tents, flags, signage, merchandise store

During the day: DPW delivers barricades to street corners on course.

7:30 p.m.: Set up is complete. Overnight security will arrive.

Saturday, May 28

5:00 a.m.: TCR staff arrives to Pershing Park. Final set up completed at park.

6:00 a.m.: Set-up begins on course and at color zones.

7:00 a.m.: Volunteers arrive. All vendors in place.

7:30 a.m.: Race Day Check-in opens

8:00 a.m.: Music begins on stage (facing Lake Michigan)

8:15 a.m.: Zumba begins on stage

8:50 a.m.: Traffic shut down on course.

8:55 a.m.: Welcome and National Anthem

9:00 a.m.: The Color Run Starts

10:00 a.m.: Start chute officially closed; Music begins onstage

10:15 a.m.: First color throw at stage

11:00 a.m.: All participants off course. Roads reopen. Course cleanup underway.

12:00 p.m.: Event concludes

2:00 p.m.: Pat's Services picks up portable toilets

3:00 p.m.: All park and course cleanup is complete.

***The plan is to once again store the following rentals inside of the gated soccer complex until Tuesday morning pickup:

-(5) golf carts from Harris Golf Cars

-(1) forklift, (1) pallet jack), generators from Sunbelt (*They may pickup on Saturday)

2016 The Color Run Racine
Saturday, May 23 at 9 a.m. at Pershing Park



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

2016 The Color Run Racine 5/28
Event Site Map

