

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

Ms. Jena Kohlman  
Administrator, City of Racine  
730 Washington Avenue  
Racine, WI 53403  
cc: Ms. Nancy Payne

June 19, 2017

Dear Ms. Kolman & Ms. Payne,

Real Racine, on behalf of Bigsley Event House (dba The Color Run), requests the use of the streets of downtown Racine and portions of the Lake Michigan Pathway to host the upcoming The Color Run 5k Run/Walk on Saturday, September 16, 2017. This will be the sixth time the event will be held in downtown Racine.

Here is the specific event information:

**Name of Event:** The Color Run 5k  
**Date:** Saturday, September 16, 2017  
**Run Start Time:** 9:00 AM  
**Anticipated Street End Time:** 11:00 AM  
**Anticipated Participants:** 4,000

**Description of Event:** This is the 6<sup>th</sup> year of the event in Racine and the 5<sup>th</sup> 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 3,000-6,000 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 at the Gateway parking lot. 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. The festival will take place in the Gateway Technical College parking lot immediately next to Pershing Park.

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 am submitting 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.



[www.realracine.com](http://www.realracine.com)

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

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

As always, we appreciate your consideration and support of this event. This is an extremely exciting event to return to Racine after originally not being a part of The Color Run's 2017 schedule. Participant demand was so high to bring it back that we did everything possible to make that happen. Bigsley Event House has been a fantastic partner and we are incredibly appreciative of all their help and interest.

A handwritten signature in black ink that reads "Cari Greving".

Cari Greving  
Events Manager, Real Racine  
(262) 898-3323  
[cari@realracine.com](mailto:cari@realracine.com)