

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event The Color Run

Event Organizer/Sponsor The Color Run LLC

Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 12278 S. Lone Peak Pkwy, Suite 106

City/State/Zip Draper, UT 84020

Primary Contact Kari Dawson FAX (202) 884-6404

Work Phone (202) 488-1102 Phone During Event (202) 488-1102

E-mail kari.dawson@thecolorrun.com

Website www.thecolorrun.com/madison

Secondary Contact Tabi Cooper Phone During Event (989) 615-2109

Work Phone (989) 615-2109

E-mail leshtabi@gmail.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: Camp Kesom, Madison Sports Commission

Estimated Attendance 5000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 7AM to 11AM Yes No

EVENT CATEGORY

- Run/Walk
 Music/Concert
 Festival
 Rally
 Parking (i.e., bagging meters)
- Other _____

LOCATION REQUESTED

- Capitol Square (note specific blocks below)
 Podium/700-800 State Street
 30 on the Square (a.k.a. top of 100 block of State Street)
 Other (specific blocks/streets requested below)
- Street Names and Block Numbers: 400 Block of Fram St @ Intersection w/ Koster St, 100-400 Block of Koster St, 2000 Block of Rusk Ave to Colegium Rd N.

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 6/29/13 Rain Date(s) N/A

Event Start Date(s)/Time(s) 7AM Set-Up Date(s)/Time for Event 6/29 6:30AM

Event End Date(s)/Time(s) 10 AM Take-Down Time 10 AM

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

We waive the 21-day decision requirement. WD (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature KARI DAWSON Date 5-30-13



Lamberty, Kelli

From: Kari Dawson [kari.dawson@thecolorrun.com]
Sent: Monday, June 03, 2013 6:33 PM
To: Lamberty, Kelli
Cc: Winter, Mark; Madison Events; Veum, Eric
Subject: UPDATED INFORMATION: The Color Run Madison
Attachments: 2013 TCR Madison Course REVISED.JPG

Hi Kelli,

I toured the grounds of the Alliant Energy Center, Quann Park and surrounding areas today and got a much better feeling for the venue for The Color Run on Saturday, June 29.

I have attached an updated copy of the course map.

The course will start on West Expo Way to the northwest of Willow Island. Runners will turn left on Olin Ave. They will turn onto the Wingra Bike Pathway, cross the bridge and enter the pathway behind Quann Park.

There will be no Color Zones or water stations on this part of the course.

Runners would then exit the pathway and cross Bram onto Koster St.

This location is the one and only Color Zone I foresee on city property.

There is a 4-way intersection with one side a parking lot/dead end. Ideally we would begin setup of this Color Zone around 6:30 a.m. All runners would be through this area by 9:30 a.m. and it would likely be all cleaned and restored by 11 a.m. Cars could get through, if necessary, once all runners have passed through.

At the Color Zone we have a 15' inflatable arch operated by a generator, small speakers with iPod music and some small signage. We also have 1-2 portable toilets dropped there. We bring all of the supplies. About 30 volunteers will be stationed here to throw the color (cornstarch) on the runners. Music would be played from about 8 a.m. to 9:30 a.m.

We have a contracted cleanup crew that travels with The Color Run. Reps from the company will come out starting Tuesday the week of the race to go through the course and customize a cleaning plan. The lead cleaning person would happily contact someone from the city to go through his cleaning plan.

From that area, runners would continue down Koster and re-enter the AEC at Rusk Ave. The remainder of the race will be AEC property.

I can resubmit an updated parade route.

You should have all paperwork from me on file.

Please let me know your thoughts.

Thanks, Kelli.
Kari