



De Pere Business Community Announcement

The City of De Pere and Definitely De Pere are proud to announce we will be hosting the first annual Tour De Pere on Monday June 19th. De Pere was selected as a host community for one of the largest competitive road cycling series in the U.S., the Kwik Trip Tour of America's Dairyland (ToAD). ToAD has become one of the most popular race series internationally, earning an outstanding reputation for participant and fan experiences. It runs for 11 consecutive days from June 15 – 25 in communities throughout southeast and northeast Wisconsin.

The event is expected to draw approximately 500 professional and amateur racers from more than 40 states and 15 countries. There will be ten races from late morning until dusk, including fat tire and kids races as well!

We realize this may be a bit of an inconvenience, especially for businesses inside the race route, but we also believe that it will be a signature event that will bring a wide variety of new customers to our downtown area, hopefully for repeat visits.

Streets will be closing on race day at 8:30 am and will remain closed until 10:00 pm for clean-up. Employees would need to park vehicles outside of the race perimeter that day. Please refer to the map enclosed for race day designated parking areas. For those located within the interior of the race route, you will have limited access for critical deliveries and business vehicles at the intersection of James Street and Michigan Street in between races only. This will be the only point that vehicles will be allowed to cross the route, and only during intervals between races. There will be no parking allowed on the racecourse during the event. Please be sure to obey temporary and no parking signs to avoid tickets and towing.

Please feel free to contact Definitely De Pere (920-403-0337) or the event Communications Director, Scott Hemauer (920-360-2975) with any questions, or refer to the attached event FAQ document.

Please join us for the excitement, and thank you so much for sharing your neighborhood with us for this special one-day event!



EVENT DETAILS

Q: What is Tour De Pere?

A: Tour De Pere, a competitive bicycle criterium, is part of Tour of America's Dairyland's (ToAD) eleven consecutive day series. Each day of the Tour is held in different communities throughout southeast and northeast Wisconsin. ToAD is the largest competitive road cycling series in the U.S. and has become one of the most popular race series internationally, earning an outstanding participant and fan experience. There will be 8 novice and professional races throughout the day as well as a community fat tire race and kid's race. There will be food, drinks and other non-cycling entertainment such as live music and a marketplace.

Q: What is the purpose of the event, and who is behind it?

A: The purpose of ToAD is to promote bicycling in Wisconsin and provide a world-class competitive bicycling event. Definitely De Pere, your downtown Main Street organization is coordinating the event in cooperation with the City of De Pere. The goal of this signature event is to attract residents and visitors to our vibrant downtown annually.

Q: What is a criterium race?

A: Criterium bicycle racing is a short (1 mile) lapped course race, making it an ideal and exciting spectator sport. Racers, often on teams, hit speeds exceeding 35 mph in a tight pack as they pedal laps through downtown streets. There is a lot of strategy, as they work together to help each other and position for huge sprints and exciting wins. ToAD attracts top talent from across the globe, including national and world champions, and Olympic cyclists.

Q: Why would the City allow limited access to downtown businesses for a bicycle race?

A: The City of De Pere and Definitely De Pere both support Tour De Pere as it is a major event that showcases our vibrant downtown. We expect a large competitor and spectator crowd that will be great patrons for our downtown. We encourage businesses to embrace this opportunity to showcase their establishments.

Q: Regarding the cyclists: Who are they? Why are they competing in the event, and how did they qualify? How many riders are there?

Where are they from?

A: The event is expected to draw 500 professional and amateur racers from more than 40 states and 15 countries. The amateurs include boys and girls from the age of nine all the way up to adults over sixty years old. Amateurs are placed in different classifications, called 'Categories' (referred to as CAT for short), based on their previous race performances. Many are trying to improve their place-finish and advance to the next highest Category. Others are trying to catch on to a more competitive team. Some riders are racing solo, without a team. The professionals include women and men up and coming pros to those who have competed in some of the biggest races in the country and the world.

Q: How many spectators do you expect to draw?

A: We are told that we can expect to draw 2,500 to 5,000 spectators from the local area, and also families of the racers and enthusiasts from outside of our location.



FAQS

Q: What is the course?

A: The course was determined via a partnership with the City of De Pere and ToAD to provide a competitive course of the proper length with distinctive fan-friendly features. Map attached.

Q: Will streets need to be shut down?

A: Yes, portions of some streets will need to be completely shut down. The inside and outside perimeters of the course will be barricaded, and no vehicles will be allowed inside the course from 8:30 am to approximately 10:00 pm on the day of the race. This is for the safety of the competitors and spectators. Volunteers will be located at places around the course serving as course marshals and crossing guards, and will assist pedestrians to cross the course to access local businesses and move about the downtown.

Q: Why is this event being held on a Monday?

A: Monday, June 19th was the only available date to hold the race due to a rare opening in the ToAD schedule. We believe the Monday date will work well in that it will be the least disruptive and also allow our retail businesses to be open to the crowds expected that day.

Q: How long will this last and what is the schedule?

A: Event hours are 11:00 am - 9:00 pm. Racing will take place throughout the day from 11:45 am through 8:15 pm. However, road closures will start around 8:30 am, after the morning rush hour.

Q: Is this a one time or an annual event?

A: This is the 14th year for Tour of America's Dairyland. We are anticipating that Tour De Pere will be a huge success, and that it will become a signature event for our downtown each year.

FOOD AND DRINK

Q: Will food and beverages be offered for sale at the event?

A: Food and beverages will be offered by local restaurants and bars within and along the race course. We also will have a hospitality and marketplace area inside the course along the Broadway corridor the day of the event offering food and drinks by local establishments.

Q: Will I be able to patronize downtown restaurants and bars during the event?

A: Our goal is to promote all of the downtown businesses by bringing a lot of people downtown. The hope is that downtown restaurants and bars will offer al fresco dining along the course route, and that restaurant, bar, and business owners will create an atmosphere that will encourage current and new customers to stop by.

SPECTATORS

Q: Is there an admission charge?

A: There is no admission charge, this is a free, family-friendly event.

Q: Is there an event program?

A: The event program and race schedule will be posted on the Tour De Pere Facebook event page and definitelydepere.org. There will also be printed programs available prior to and at the event.

Q: What does this event look like?

A: Bicycle criterium racing has been compared to human powered NASCAR on two wheels. This high-speed wheel to wheel racing will be very exciting for spectators. Expect a fast and fun race course, energetic crowds, a professional race production, and welcoming downtown businesses. Since a picture (or video) is worth a thousand words, we encourage you to do an internet search for videos of "Tour of America's Dairyland" or "What is a bicycle criterium race?".

Q: Where do I watch the event?

A: Spectators will be able to view the event around the entire perimeter of the course. If you would like to see the competitors pass slowly, watch the race from an incline. Like to see the bikes scream past you? Set up on the downhills on the course. Want to watch up close and personal? Get near the apex of a ninety-degree turn for some tight cornering. Some of the best viewing can be from an elevated perch – a balcony or roof of a building – to see a greater portion of the course.



FAQS

Q: Will this event be loud and noisy?

A: These are bicycles, so we are not expecting too much noise. However, there is quite a “whoosh” and the sound of gears shifting, brakes squealing, and competitors hollering when they roll past you. There will be a stage to announce the race and winners as they cross the start/finish line, but we expect most of the noise to be from the fans and spectators cheering on the competitors.

Q: Are there awards or prize money?

A: Yes, the racers do compete for lap prizes and race finish prizes. Many of these are announced to the racers and spectators while the race is under way.

Q: Will the event produce a lot of trash?

A: The only major source of trash will be from the spectators. There will be plenty of trash receptacles available downtown on the day of the race.

DOWNTOWN BUSINESSES

Q: Will this event shut down my business?

A: No, but the event could limit vehicular access to your business. If you are inside the course or near the outsider perimeter, vehicle access to your business by your customers and employees will be restricted or limited. Vehicle access will be allowed prior to the event set up time of 8:30 am on race day. During the event, your employees and customers will be able to access your business on foot. We will have course marshals and crossing guards at many points around the course to manage pedestrians crossing the course.

Q: Can we have our clients or customers watch from our offices, roofs, sidewalk?

A: Yes, we highly encourage you to create an outing! Rooftop outings are definitely encouraged, although we recommend that you consult with your landlord and insurance agent.

Q: Where will my employees park?

A: We have worked with the City of De Pere to determine the best places for downtown employees to park on the day of the event. Please see the attached Parking Map for details.

Q: Will I be able to accept deliveries?

A: Deliveries via vehicle should be scheduled prior to 8:30 am on the day of the event. No vehicular traffic will be allowed inside the course and near the perimeter of the course during the event starting at 8:30 am.

Q: Will there be vehicular access to businesses inside the course?

A: There will be limited access to the interior of the course for critical business deliveries only at the intersection of James Street and Wisconsin Street. This will be the only point at which vehicular access will be allowed and only for the short time windows between races.

Q: What if I need Fire, EMS, or Police at my business during the event?

A: We are working with the leadership of all of De Pere’s Public Safety departments to make sure that any fire, medical, or police emergency – inside, on, or outside of the course – will be adequately covered during the event. If need be, we can shut down the course to get equipment and people into wherever they are needed.

Q: Will people be asking to use my restrooms?

A: We intend to have plenty of portable toilets stationed around the entire course. Businesses may expect that some people may ask to use the business’s facilities; however you are not obligated to let them. We would encourage businesses to be spectator friendly to encourage positive feedback for the event and bring people back to our downtown.

Q: Will the event bring increased traffic to my business?

A: Our goal is to bring increased foot traffic to your business. This may happen on the day of the event due to the large number of spectators. It may happen later as spectators found your business when they attended the event and then patronize your business at a later date.

Q: Who do I contact if I have questions or concerns about this event?

A: Please feel free to contact Definitely De Pere at (920) 403-0337 or the event Communications Director, Scott Hemauer at (920) 360-2975.

RACE SCHEDULE AND COURSE MAP

11:45 am – 12:15 pm | **Novice Men/Jr Novice Boys U19 Series Finale**

12:25 pm – 12:55 pm | **Novice Women/Jr Novice Girls U19 Series Finale**

1:05 pm – 1:45 pm | **Cat 3/4 Men Series Finale, Paracycle C1-5 Men**

1:55 pm – 2:35 pm | **Cat 3/4 Women Series Finale, Paracycle C1-5 Women**

2:45 pm – 3:35 pm | **Cat 2/3 Men Series Finale**

3:45 pm – 4:35 pm | **Masters 50+ Cat 1/2/3 Series Finale, Masters 60+ Cat 1/2/3 Series Finale**

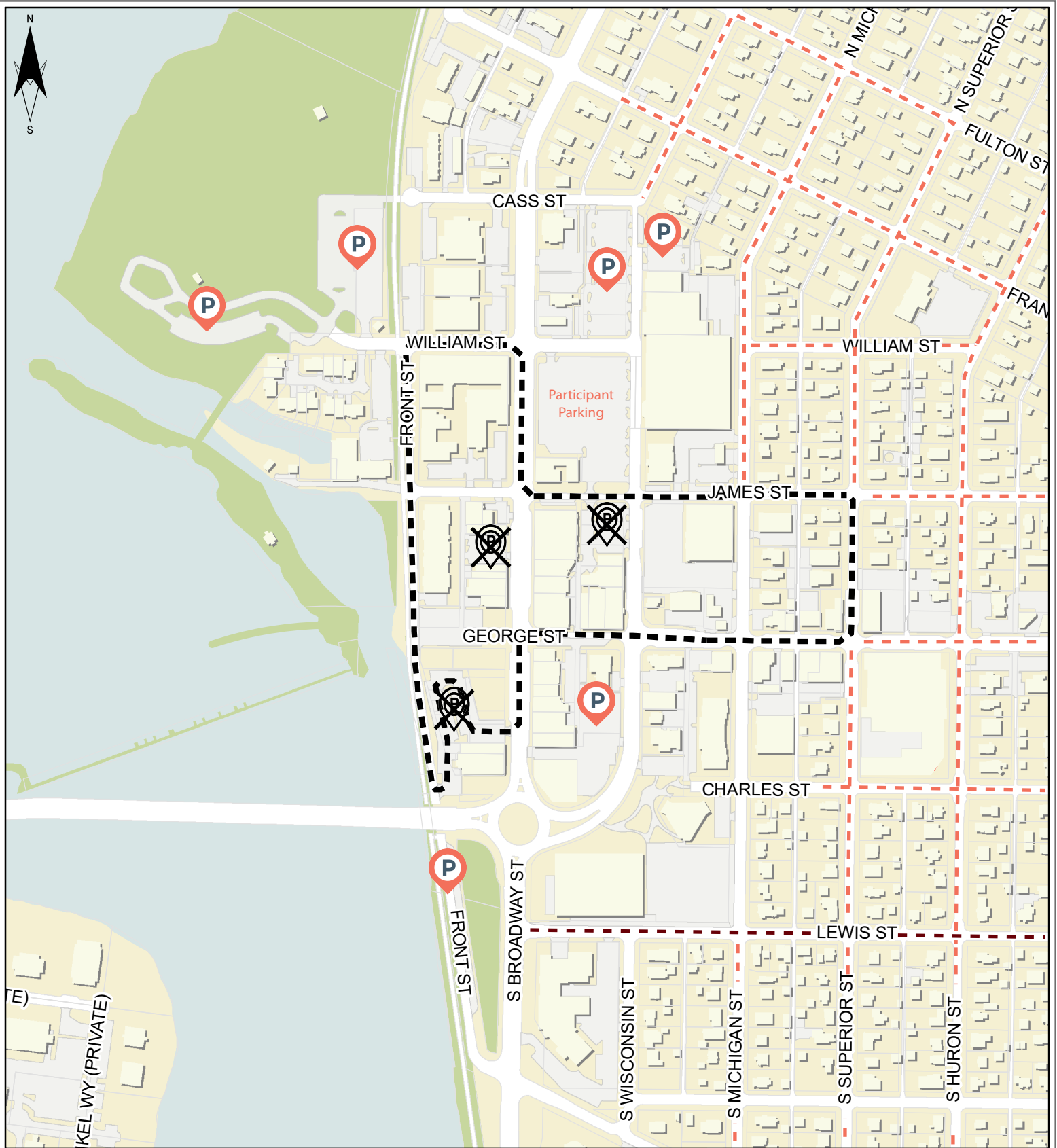
4:45 pm – 6:00 pm | **Pro/1 Women Series Finale, Cat 2 Women Series Finale**

6:00 pm – 6:30 pm | **Kid's Race**





6:30 pm – 7:00 pm | **Fat Tire Race**

7:00 pm – 8:15 pm | **Pro/1 Men Series Finale, Cat 2 Men Series Finale**





Tour De Pere Event Parking Map

-  Public Parking
-  No parking from 8:00am to 10:30pm Monday, June 19, 2023
-  General street parking as posted
-  No parking (under construction)

