



Shorewood Community:

On **Thursday, June 27th** the Shorewood Business Improvement District (BID) will host the **16th Annual “Shorewood Criterium Cycling Classic,”** a 1-mile Pro bicycle race that is part of the 11-day Tour of America’s Dairyland (ToAD), the largest competitive cycling event in the U.S.! Racers from forty states, fifteen countries, and thousands of spectators will be at this exciting event.

We recognize that you will be inconvenienced this day, but this event provides eyes on Shorewood as a venue for an international cycling event, so get in on the action. The Business Improvement District Board of Directors greatly appreciate your cooperation and support.

More information is available at [www.shorewoodwi.com](http://www.shorewoodwi.com)

## SCHEDULE & ROUTE

### 2019 Shorewood Exhibit A Criterium Schedule & Route Map

<b>Junior 9-12 Boys and Girls</b>	<b>10:40am-11:05am</b>	
<b>Junior 13-14 Boys and Girls</b>	<b>11:10am-11:35am</b>	
<b>Cat 4/5</b> <i>incl Junior 15-16 &amp; 17-18 Boys Cat 4/5</i>	<b>11:40am-12:20pm</b>	
<b>Cat 3/4</b>	<b>12:30pm-1:20pm</b>	
<b>Cat 2/3</b>	<b>1:30pm-2:30pm</b>	
<b>Cat 3/4/5 Women 17-18</b> <i>incl 15-16 &amp; 17-18</i>	<b>2:30pm-3:10pm</b>	
<b>Masters 1/2/3 40+ &amp; 50+ Cat 1/2/3</b>	<b>3:20pm-4:20pm</b>	
<b>Junior 15-16 &amp; 17-18 Boys</b>	<b>4:30pm-5:10pm</b>	
<b>Pro 1/2 Women</b>	<b>5:20pm-6:20pm</b>	
<b>Kid's Roll</b>	<b>6:20pm-7:00pm</b>	
<b>Pro 1/2 Men</b>	<b>7:00pm-8:30pm</b>	

The race starting line is at Oakland Av & Lake Bluff Blvd, with racers lapping counter-clockwise. The announcer/ceremonial stage remains in the same location on the east side of Oakland & Lake Bluff Blvd intersection. This is also the expo area with various tents, so come and check them out. The BID will have a tent in this area too.

## NO PARKING DAY OF RACE

“Temporary No Parking” signs will be posted along the route beginning June 26th. On Thursday, June 27th road closures **WILL START AT 8:30 AM**. Roads will **re-open at 9:30 PM**.

**There will no parking in the 1700 blocks of Olive, Marion, Lake Bluff and Kensington from Oakland Ave westward to the commercial alley or end of commercial buildings, whether signs are posted or not.**

## VEHICLE ACCESS

For those located within the interior of the race route, you will be able to have vehicle access at the intersection of Lake Bluff & Maryland Ave between races. This will be the only point that Shorewood Police will allow vehicle traffic to cross the route during intervals in the race. There will be no parking allowed on the racecourse during the event.

## BARRICADES

Barricades are set around the course and one-block away from the racecourse. Racers are told not to block driveways and alleys at any time. Barricades one-block out are passable by vehicles. **See attached barricade map.**

## 4500 OAKLAND BLOCK PARTY

There is a block party from 4500 to 4517 N. Oakland Ave, organized by Three Lions Pub. They will have a beer tent, music, food and various activities scheduled during the race.

There will be barricades at Glendale Ave and cars may move around them. There will not be barricades in front of the approaches at the Shorewest (4559 Oakland) and Cornerstone (4500-18 Oakland) buildings. The block party will not block the Cornerstone northern approach onto Oakland Ave. However, it is not guaranteed that vehicles parked behind the Cornerstone during race time

## VOLUNTEERS STILL NEEDED

Twenty volunteers are needed for the Kids Roll and 100 as course marshals. Go to the BID website sign up here or via the BIDs website or email me and we'll get you set up. We're asking for minimum 2-hour commitments as course marshals and just 1 hour for the kid's race.

## BE A PRIME SPONSOR

**Primes** (pronounced preems) is an added cash incentive offered to cyclists on any given lap during the race. There are 10 races to offer prime dollars, in \$50 increments, but any amount or increment is gladly accepted. You could hear, for example,

*“The next racer to pass the start line in the next lap receives \$100 from The Food Shop (or from The Smith’s on Maryland), serving up delicious salads (proud race enthusiasts), located in the heart of Shorewood”.*

This is announced to the racers a couple times so they all can hear it. Racers all over are drawn to locales that have the most primes.

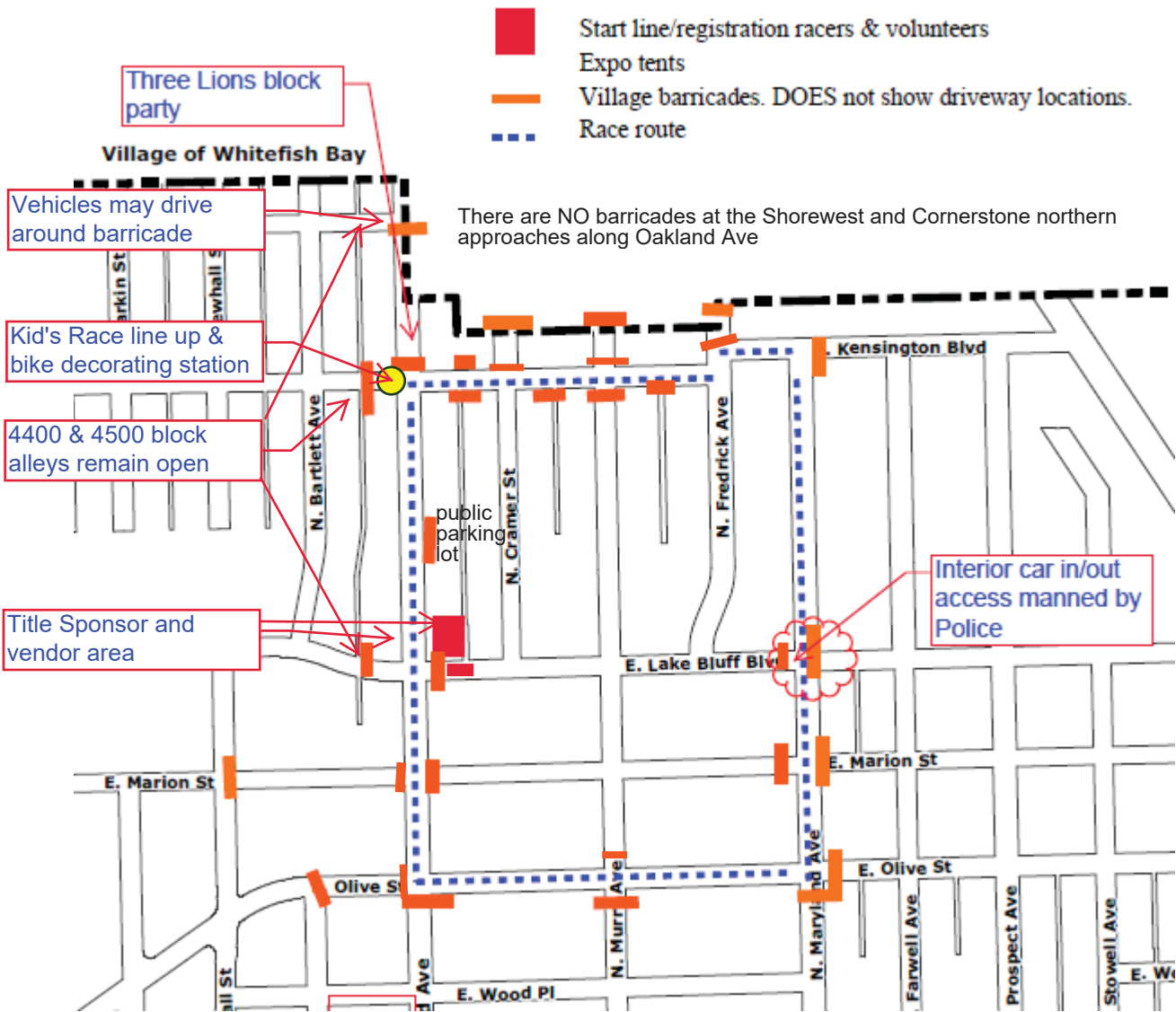
Email me to confirm your support and we’ll send you a link to pay online- how easy is that! (contact information below)

Please celebrate with your neighbors, invite friends, and join us to cheer on these world-class cyclists during the competition.

On behalf of the Shorewood BID and our Criterium sponsors, we thank you in advance for your cooperation. The Shorewood BID, in cooperation with the Village of Shorewood, the Shorewood Police Department, the Shorewood Department of Public Works and other groups, are working hard to bring this international-class race to our community.

Ericka Lang, Executive Director  
Shorewood Business Improvement District  
[414.248.2532](tel:414.248.2532) [director@shorewoodwi.com](mailto:director@shorewoodwi.com)

# General Race Site Map- Access Points & Barricades



# Happening's 'Round the Racecourse Shorewood Criterium June 27, 2019

## Activity near the Start Line @ Lake Bluff Blvd

**Ascension**- meet the Title Sponsor and find out about their new clinic

**Corner Bakery**- serving tasty sweets & beverages

**Crux Chiropractic**- stop by for some body work & swag

**Draft & Vessel**- serving up draft brews from the truck

**Maxies**- Stop by for Jambalaya, Vegetarian Jambalaya, Pulled Pork Sandwiches, and of course — Mac & Cheese from Milwaukee's Southern cooking specialists.

**MOD Pizza**- games, prizes & swag

**North Shore Bank** – register for the Kid's Roll bike race that starts at 6:20 PM

**North Shore Boulangerie**- Stop by and get your freshly made-to-order wood-fired pizza with beer, wine and soda

**Pop's Kettlecorn**- Popping all sorts of yummy popcorn flavors

**PowerCycle**- try out their state-of-the-art cycles & leave with some swag

**Orangetheory Fitness**- Stop by to spin the wheel, earn OTF swag and a chance to win a one month elite membership!

**RE/MAX Lakeside**- See the 8-foot RE/MAX balloon, grab swag and learn why they LOVE MILWAUKEE! Plan your fun in Our Hometown, and that includes Shorewood!

**Shorewood Family Chiropractic**- Sign up for a chair massage and watch out for their cowbells as the pro races approach

**StreeTaco King**- your favorite local taco cart

**Structural Elements** – Stop by for body work & swag

## Kid's Roll Race Stuff

Between Noon – 6 PM **Register for the Kid's Roll at the North Shore Bank tent**, 4400 Oakland

Kid's can **decorate their bikes** for free with **Little Sprout's Play Cafe**, located on Kensington Blvd, next to No. 1 Chinese.

Kid's line up for the Kid's Roll beginning at 5:45 on Kensington Blvd, next to No. 1 Chinese. Volunteers will be wearing different colors to help corral the kids by age group.

**Culver's ice cream** for all the racers, at the finish line at Lake Bluff Blvd.

**Habush Habush & Rottier** are back again with a **kid bicycle raffle**, available between 1 - 6 PM, in the vendor area at 4400 Oakland

## Kensington Square Block Party

Stop by Three Lions Beer Tent, with four beer stations

2nd Annual Adult Mini Beer Tricycle (relay) Race. This is a charity event, \$80 per 8-person team, going to the Chris Kegal Foundation.

Trek Bike raffle, valued at \$1,200, to be raffled off at 9:30 PM inside Three Lions. Buy beer tickets at each station to be entered into the drawing.

Hamburgers, brats, corn on the cob

Face painters