



# **Kwik Trip Tour of America's Dairyland Cedar Creek Classic Presented by Mel's Charities Proposed June 18, 2024**

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January 15, 2024

**Background:** Local cycling enthusiasts are working with the Tour of America's Dairyland (ToAD) and Mel's Charities to bring the cycling series to Cedarburg for a one-day race through the south end of the downtown business district. ToAD is the largest competitive road cycling series in the U.S. It hosts 11 straight days of racing throughout Southeast Wisconsin. The tour was started in 2009 and extends the legacy of multi-day bike racing that first started in Wisconsin in 1969. The event organizers have been in discussion with city staff, civic leaders, and community members for more than a year in determining the route and the logistics of the event. This community event is made free to all spectators through sponsorships and donations.

**Goal:** To showcase Cedarburg to an international audience that highlights competitive cycling, while providing civic engagement and economic stimulus.

**Who:** KwikTrip Tour of America's Dairyland, Cedar Creek Classic, Presented by Mel's Charities.

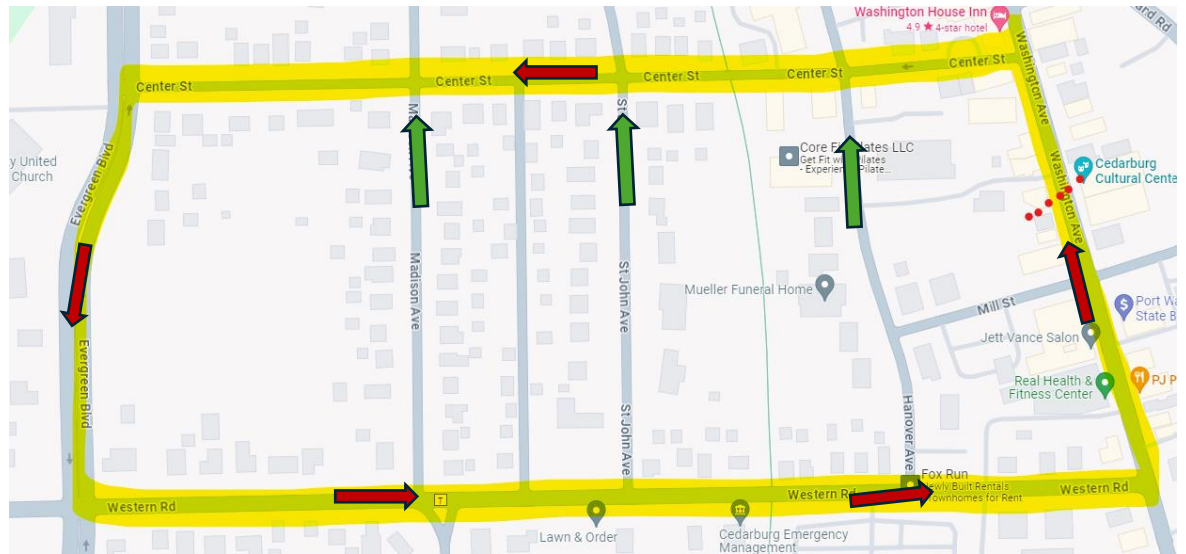
**What:** Criterium cycling race on a 1.1-mile course encompassing residential and businesses areas. Professional and amateur cyclists from ages 9 to over 60 from all over the world will compete throughout the day in several exciting races through Cedarburg.

**ToAD 2024 Schedule:**

- June 13 – Janesville
- June 14 – West Allis
- June 15 – Grafton
- June 16 – Manitowoc
- June 17 – De Pere
- June 18 – Cedarburg PROPOSED**
- June 19 – TBD
- June 20 – Bay View
- June 21 – Shorewood
- June 22 – Downer Avenue
- June 23 – Wauwatosa

**When:** Proposed, Tuesday, June 18, 2024. The streets would be closed from 8:00 AM – 10:00 PM. Racing begins at 11:00 AM and concludes at 8:30 PM.

**Course:** The course would begin on Washington Ave., at roughly the Cultural Center, head north to Center, turn left, and head west on Center to Evergreen, turn left and continue on Evergreen until Western, take a left and head east on Western until Washington, take a left on Washington and repeat (follow red arrows).



**Road detours:** Three roads will be completely closed, Western from Evergreen to Washington; Washington from Western to Center and Center from Washington to Evergreen. The western lane on Evergreen will remain open, with the cycling race taking place on the east side of the boulevard, separated by the medium.

**Resident exits:** Residents on Evergreen will be able to exit on Evergreen heading south, residents on Madison, St. John, and Hanover will exit to the north, crossing Center and continuing north (green arrows) through designated points and assisted by race day personnel.

**Get involved:** Monetary donations for the Cedar Creek Classic can be made directly to Mel's Charities. Event sponsors and volunteers needed! Marketing opportunities and vendor spaces available. Direct inquiries to Todd Bugnacki at 414.704.2065 or [tbugnacki1@gmail.com](mailto:tbugnacki1@gmail.com). I like Daniel's suggestion of clarifying donations made to Mel's. Remove "inquiries" to read, "

**Information sessions:** There will be two information sessions held in the Cedarburg Library Community Room on January 22 and 23, 2024, from 6:30-7:30 PM. All residents and businesses impacted by the proposed racecourse are welcome to attend and learn more about this community event.

**More information:** To learn more, visit the Tour of America's Dairyland website at <https://www.tourofamericasdairyland.com/> and Mel's Charities at <https://melscharities.org/>.

**Have questions:** Contact Todd Bugnacki at 414.704.2065 or [tbugnacki1@gmail.com](mailto:tbugnacki1@gmail.com).

**Next steps:** The City Council discussed this topic at their January 8, 2024, meeting and will take up the topic again at their regular January 28, 2024, meeting at 7:00 PM in City Hall.