

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
X Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES
FROM: Scott Niehaus, Village Manager
DATE: February 26, 2019 (B of T) Date: March 7, 2019
TITLE: 2019 Local Tourism Grant Recommendation
DuPage Convention and Visitors Bureau – Lombard Cycling Classic
SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the DuPage Convention and Visitors Bureau toward the Inaugural 2019 Lombard Cycling Classic event. The Committee is recommending approval of a 2019 Local Tourism grant in the amount of up to \$7,000 plus municipal services.

Please place this item on the consent agenda for the March 7, 2019, Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____	Date _____
Finance Director X _____	Date _____
Village Manager X <u>Scott Niehaus</u>	Date <u>2/27/19</u>

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: Scott Niehaus, Village Manager
FROM: Nicole P. Aranas, Assistant Village Manager *APA*
DATE: February 26, 2019
SUBJECT: COMMUNITY PROMOTION & TOURISM COMMITTEE RECOMMENDATION
DUPAGE CONVENTION & VISITORS BUREAU - LOCAL TOURISM GRANT FUNDING
LOMBARD CYCLING CLASSIC/TOUR DE LILAC – INTELLIGENTSIA CUP SERIES

The following is a recommendation from the Community Promotion & Tourism Committee for funding through the 2019 Local Tourism Grant Program to the DuPage Convention and Visitors Bureau in connection with Prairie State Cycling Series, LLC, for production of the Lombard Cycling Classic/Tour De Lilac, part of the ten-day Intelligentsia Cup Series.

GRANT REQUEST: \$7,000 (and municipal services)

The DCVB has requested a grant in the amount of \$7,000, and coverage of municipal services (estimated between \$5,000-\$6,000), to be used towards the Lombard Cycling Classic. The grant request from the DCVB and Prairie State Cycling Service, LLC, the grant application and event budget are attached for your review.

EVENT DETAILS

The Intelligentsia Cup Series is a 10-day road cycling bike series which features competitive road cycling races each day for 10 consecutive days in different locations throughout the Chicago metro area. The 2019 Intelligentsia Cup series is the second largest road racing series in the country and is now in its eighth edition. The 2019 race series will take place between July 19-28, 2019 and will include locations throughout Chicago including Elmhurst, Glen Ellyn, Chicago, Elgin, Joliet and Niles. DuPage Convention and Visitors Bureau, in partnership with Prairie State Cycling, is proposing to host the Lombard Cycling Classic/Tour De Lilac in Lombard on Tuesday, July 23, 2019.

The Lombard Cycling Classic, on July 23rd will feature bicycle races at the professional and amateur level with racers from throughout the United States and several foreign countries. The event would include multiple races throughout the day with a vendor and lifestyle expo area. Prairie State Cycling, will stage and operate the event with DuPage Convention and Visitors Bureau serving as the local host agency for local operations obtaining funding, sponsorships, permitting, volunteers and organizing event logistics. As the local organizing agency, DCVB has also agreed to manage the grant funding under the local tourism grant and contribute funding support of at least \$2,000 to the proposed event.

Race events typically run from 10:00 a.m. to 8:00 p.m. on a closed course loop. DCVB and Prairie State Cycling are proposing a course route in downtown Lombard on St. Charles Road, Main Street, Michael McGuire Drive and Elizabeth Street with the expo located on South Park Avenue. As the proposed street closures are will last the duration of the day, the DCVB and Prairie State Cycling have begun initial outreach to local business impacted by the event and will work with local businesses along the race route to minimize local impacts. Final approval of the course route shall be subject to approval of the final Village Special Event Permit Application by Police, Fire, Public Works and Community Development (initial application attached).

The proposed event has potential for generation of local tourism and local business support. The Lombard Cycling Classic is anticipated to feature approximately 500 racers with more than half visiting from outside Illinois. Spectators to the event are projected to be between 1,000-2,000 in the first year with potential to increase in subsequent years. In addition to the amateur and professional races, the event will feature a family "fun ride" open to local families and the public. If approved, a Lombard hotel will be designated as the host hotel for the full Intelligentsia Cup series and is guaranteed to receive 50% of all staff business room nights (estimated at 60+ room nights minimum based upon prior years). While it is anticipated additional room night stays will be generated based upon the host hotel designation and Lombard's central proximity to the multiple race sites, the exact number of hotel room stays is undetermined.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$7,000 to the DuPage Convention and Visitors Bureau to be used towards the Inaugural Lombard Cycling Classic. The Committee also recommended coverage of Village services in support of the event, in an amount currently estimated at \$5,000-\$6,000. This is the second recommendation of a Local Tourism Grant towards a local sporting tournament. The Committee is supportive of sports travel opportunities and seeks to encourage these types of events moving forward.

Please place this item on the consent agenda of the March 7, 2019, Board of Trustees meeting. If you have any questions, please feel free to contact me. Thank you.

Lombard Cycling Classic

Proposal Presented by:

DUPAGE COUNTY
CONVENTION & VISITORS BUREAU



And



Lombard Cycling Classic

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Village of Lombard
Attn: Local Tourism Grant Committee
January 30, 2019

Dear Committee Members,

In an effort to grow the sports tourism market in DuPage County, the DuPage Convention & Visitors Bureau (DCVB) is actively partnering with local event organizers and promoters to create and establish new events that have an opportunity for long-term sustainability providing annual positive economic impact to our community partners.

The Prairie State Cycling Series application through the Village of Lombard Local Tourism Grant Program to create a Lombard Cycling Classic – a single day professional race – is an opportunity to deliver on this tourism mission. In partnership and coordination with the Prairie State Cycling Series, the DCVB has agreed to take ownership of this grant application request and will also be responsible in creating and leading a local organizing committee to ensure this event's success. As part of our long-term vision for this event, the DCVB will work with local partners to recruit event sponsors to supplement, and eventually replace, the Local Tourism Grant Program as the funding mechanism for this event. Based on the successful models of other host communities, including the City of Elmhurst and Village of Glen Ellyn, we feel there is tremendous potential for growing this event and finding new partners to support it. To supplement the requested amount of funding for this event, the DCVB will agree to contribute \$2,000 to the requested grant amount needed to create this event. Additionally, the DCVB will be applying for a matching grant through the State of Illinois, to potentially lessen the total financial commitment from the Village of Lombard in the inaugural year of the event.

Not only does this event have potential as a strong community engagement event, it will also provide a tourism value and immediate ROI to the Village of Lombard. As part of our agreement with the Prairie State Cycling Series, they have agreed to commit at least 70 guaranteed hotel room bookings from their staff for the event in Lombard. Additionally, we will be working with the Prairie State Cycling Series to provide a convenient hotel booking platform promoting all Lombard hotels to their athletes and visitors throughout the race series week to provide Lombard, and DuPage, a competitive edge in capturing additional overnight visitor and hotel stays.

On behalf of the DuPage Convention & Visitors Bureau, thank you for your continued support for tourism and our partnership. We appreciate your consideration for grant request, and the unique opportunity of creating the Lombard Cycling Classic in 2019.

Sincerely,

Justin S Roach
Director of Business Development
DuPage Convention & Visitors Bureau

**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

GENERAL INFORMATION

Organization:	Prairie State Cycling Series, LLC		
Name of event:	Lombard Cycling Classic (or another name TBD)		
Date of event:	7/23/2019	Event location:	In downtown Lombard (exact location TBD)
Contact person:	Marco Colbert	Title:	Exec. Director
Business address:	22 Plymouth Ct	City & Zip	Lincolnshire, IL 60069
Telephone:	847-644-0277	Email:	marccolbert@comcast.net

PROJECT OVERVIEW

Total cost of the project:	\$33,800
Cost of city services requested in this application (if any):	\$TBD (*)
Total funding requested in this application: (*) (net of city services)	\$10,000
Percent of total project cost being requested:	30%
Anticipated attendance:	1500 to 2500 in year 1
Anticipated number of overnight hotel stays:	100 to 150 in year 1 (See notes below)

Briefly describe the project for which are funds are being requested:

A new all-day athletic event in downtown Lombard called the "Lombard Cycling Classic" (or other name TBD) featuring exciting bicycle racing by professional and amateur racers from all over the US plus numerous foreign countries. This spectator-friendly and family-friendly event would include a lifestyle expo, local food vendors and perhaps a beer garden or live music in future years. The event would be part of the ten-day Intelligentsia Cup series, which will include similar events in Elmhurst and Glen Ellyn in 2019. See www.IntelligentsiaCup.com

ORGANIZATION

Number of years that the organization has been in existence:	Since 2012
Number of years that the project or event has been in existence:	2019 would be first year in Lombard
Number of years the project has been supported by Village of Lombard funds:	0
How many years does the organization anticipate it will request grant funding?	1 to 3

1) Describe the organization (include brief history, mission, and ability to carry out this project):

Prairie State Cycling Series, LLC (“Prairie State”) is a Wisconsin limited liability company. Since 2012, we have successfully staged 52 event days of high-quality pro-am bicycle races in many communities in the Chicago Metro area. These communities include Crystal Lake, Downers Grove, Elgin, Elmhurst, Glen Ellyn, Lake Bluff, Niles, St. Charles, Waukegan, West Dundee and the Chicago neighborhoods of Beverly, West Fulton Market and South Chicago.

The mission of Prairie State is to promote and celebrate cycling in Chicago and the Metro area with events that are fun for participants and the public and which promote exercise and a healthy lifestyle. Stated simply – we love cycling! We want to share our passion with our community partners by creating events that will evolve into enduring summer festivals of cycling for the entire family.

Prairie State has a proven track record of successful events in the communities named above. References are available upon request. Bios of the principal staff of Prairie State are attached. These individuals work during the off-season to plan and coordinate the next season with communities, local organizing committees, racers, vendors, USA Cycling and other parties. Then, during the season Prairie State’s staff expands dramatically to around 25 people including professional announcers, registration staff, work crew, professional photographer, social media interns and others.

- 2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large:

The business model of Prairie State involves three sources of income to finance our operations: series sponsorships, racer entry fees and payment of a “race fee” for each venue to Prairie State by a local organizing committee (LOC) in that venue. The standard race fee for a weekday event in the 2019 Intelligentsia Cup series will be \$10,000 (the race fee is higher for weekend events). The funding requested in this application will cover the 2019 race fee for an event in Lombard.

Typically, the LOC raises funding through local sponsorships. Prairie State intends to partner with the DuPage CVB in the short-term to establish an LOC to support the continuation and growth of the Lombard event year-over-year. Some examples of LOCs in other communities are 501c3 organizations, neighborhood associations, bicycle clubs, local businesses, BID districts or chambers of commerce, local municipal governments, etc. It is hoped by year two or three of the event that the LOC in Lombard will take over all local funding and management responsibilities and thereby the need for funding under the Village’s Local Tourism Grant Program will be reduced and then eliminated.

It normally takes between two and three years before the full potential and benefits of an event like the Lombard Cycling Classic can be fully realized. As such, this is intended as a multi-year project.

Once fully realized, the Village of Lombard can expect a self-sustaining community event that is popular with residents, which has a favorable economic impact on local businesses (especially hospitality businesses like restaurants and bars), which increases overnight hotel stays in Lombard and which generally promotes the image of Lombard as a summer destination.

3) What is the organization's plan to make the project self-sustaining?

As stated above, Prairie State plans to work with the DuPage CVB to identify a permanent LOC in Lombard. Normally, the main responsibilities of the LOC are: 1. Obtain funding to pay Prairie State's race fee and other expenses through local sponsorships or other revenue sources; 2. Act as main liaison with the Village of Lombard to obtain events permits and secure a "safe" racecourse with adequate police supervision; and 3. Obtain and manage an adequate number of volunteers to act as "course marshals" on race day.

PROJECT DESCRIPTION

Is the event open to the general public?

Yes No

Do you intend to apply for a liquor license for this project?

Yes No

Will any revenues from this event be returned to the community?

Yes* No

(*) – the LOC will often partner with a local charity

Have you requested grant funding in the past?

Yes No

If yes, provide grant awards for past 5 years:

N/A

1) Provide a full detailed description of the proposed project or event.

The "Lombard Cycling Classic" would be a full day of "criterium" style road racing on a closed loop racecourse (usually one mile or less in circumference) located in the Village. Several concept racecourses have been proposed. Generally, the most successful racecourses will be located in the downtown area as this will enhance the economic impact on local hospitality businesses like restaurants and bars. (It is not uncommon for such hospitality businesses in other Prairie State venues to report that the bike race generated their best day of business for the entire year.) The race day would generally run from 10:00 am to around 8:20 pm. The Prairie State crew generally arrives about 3 hours prior to the start of racing for setup and everything is normally torn down within 2 hours after the end of racing. Prairie State always leaves each venue cleaner at the end of the day than it was at the beginning. Bicycle racing of this nature proceeds rain or shine. Only severe weather will suspend racing which will resume after the weather threat is over. (Of course, inclement weather can impact spectatorship.) A typical race day will include eight amateur race categories for men and women of various ages and skill levels, plus professional men's and women's races. Time is reserved for a local event such as kids' fun races (kids 3-9 years old) or a family ride. The family rides at our venues in Elmhurst and Glen Ellyn in 2018 were very successful – and the local events are often the highlight of the day. Attached is a typical race schedule for our 2018 West Dundee event.

2) If your application is accepted, how will the tourism grant funds be used?

As stated above, the tourism grant funds will be applied toward the race fee normally payable to Prairie State for an event of this nature.

3) What modifications to the event or other steps will be taken to increase event attendance over previous years (not applicable to first time events)?

N/A

LOCATION

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

Several concept racecourses in downtown Lombard have been presented to Village staff for discussion. A racecourse in downtown Lombard is the most desirable from the standpoint of spectatorship and achieving a favorable economic impact on local businesses.

MILESTONES AND TIMETABLES

Describe the milestones that will mark the progress towards implementing the project and provide a timetable for the completion of each milestone.

1. Confirm award of Tourism Grant Funds to Prairie State – by no later than February 1, 2019 but sooner would be preferred. Prairie State wishes to publicly announce all of its 2019 venues early in the spring.
2. Confirm that all necessary event permits and similar permissions have been granted or assured by the Village of Lombard and relevant departments (eg, Police Dept., Fire Dept., etc) – by February 1, 2019 or earlier if possible.
3. Identify a local “LOC” person or small committee who will at least be responsible to obtain and manage a sufficient number of volunteers to act as “course marshals” for the 2019 event. This position should be filled by May 1, 2019 or earlier.

IMPACT

1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

A hotel in Lombard will be designated as a “host hotel” of the 2019 Intelligentsia Cup series (also, based on prior commitments, we may continue working with our host hotel for the last two years near Niles). Prairie State commits to bring at least 50% of its 2019 staff business to the Lombard host hotel. We will designate the host hotel on our website and in our communications with our racers and through social media. Further, the DuPage CVB will offer a complimentary website where racers can view and book rooms offered at the Lombard hotel.

- 2) Please describe the economic benefit to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor audience?

Page 4 of the enclosed 2019 Intelligentsia Cup info deck reflects that more than half of our racers come from outside of Illinois. It also reflects that each racer also makes significant local expenditures for food, lodging and miscellaneous needs. Typically, each racer will also bring one or more family members or friends to the events. To the extent any of our racers elect to stay in the Lombard host hotel, this is likely to be a multi-day stay given that the Intelligentsia Cup is a 10-day series. Many of our racers plan their vacations around the series and will compete in some or all of the series. (Note: the venues listed in the enclosed 2019 info deck are tentative and the event on July 23, 2019 is not confirmed yet.)

- 3) Who is the target audience for your event or project? What is your anticipated attendance?

Our target audience consists of amateur male and females who are serious bike racers. Our series presents a high level of competition to our racers. For amateur as well as professional bicycle racers, some of the best competition in the country can be found at the Intelligentsia Cup and our reputation nationally reflects that.

The Intelligentsia Cup is the second largest road racing series in the country (based on number of entries) and our goal is to become the largest in the near future. In 2017 and 2018, we averaged around 500 racers per full-day venue. Additionally, depending on the level of publicity given to a new event in Lombard, we can anticipate between 1000 to 2000 spectators in the first year and this number should grow over time and depending on future amenities like a beer garden or live music.

- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether you are requesting the costs for such services will be reimbursed to the Village or will be covered under this grant.

Normally our local LOC is responsible for city services (eg, Police services, etc.). The amount of funding we are requesting under this Tourism Grant Program would be net of city services.

- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to

As discussed above, we have a collaborative arrangement with the DuPage County CVB to bring new events to DuPage County.

fund or otherwise implement the project (including in-kind donations).

- 6) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces).

Under our normal procedures, the local LOC is primarily responsible for local marketing and Prairie State's marketing director handles PR and marketing at the series level. Our marketing director is responsible for:

- maintaining a robust and current website
- issuing numerous and timely press releases
- planning and managing a sophisticated social media campaign
- issuing "e-blast" communications to our racers and other constituents from time to time
- placing some but not extensive traditional media (we think the benefit of traditional media is declining)
- coordinate media stories
- coordinating marketing efforts with the local LOC and municipality

For the first year in Lombard, we will take more responsibility for local marketing and hope to work with the Village of Lombard's marketing department to promote the event as well as with the DuPage CVB.

FINANCES

- Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available.

CHECKLIST

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).
- Post event summary from past event (not applicable to first time events).
- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

1. Each season, the Intelligentsia Cup will designate a “host hotel” for the series. Usually, the hotel will set aside a discounted block of rooms that will be available to racers as well as for the Prairie State staff. In 2018, our staff utilized 132 room nights at the host hotel. For purposes of this application, Prairie State commits to utilize a hotel in Lombard for at least half of its 2019 staff hotel needs. Additionally, we will work closely with the DuPage CVB to market and promote hotel options in Lombard to our racers through our racer registration process and otherwise. This will create a greater potential for cyclists who are competing in the Intelligentsia Cup series to choose to stay in Lombard – a centralized location to many of the races in our 10-day series.

2. A Federal Form 990 is not included with this application because Prairie State is not a tax-exempt organization.

CERTIFICATION

The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:	Marco Colbert		
Title or office held:	Exec. Director of Prairie State Cycling Series, LLC	Date:	12/3/2018

Signature: Marco Colbert

Attachments:

- A. Detailed Budget
- B. Bios of Principal Staff of Prairie State Cycling Series
- C. General Information Deck for 2019 Intelligentsia Cup series
- D. Sample race schedule from 2018 West Dundee event

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Cycling Classic (working title) Date: July 23, 2019

Organization: Prairie State Cycling Series, LLC

INCOME: Include an itemized list of all actual (past 2 years) and estimated project revenues (entry fees, gate receipts, food/beverage sales, donations, sponsorships, booth rentals, souvenir sales, other revenues)

ITEMIZED REVENUES	ACTUAL 2017	ACTUAL 2018	ANTICIPATED
Lombard Tourism Grant	\$0	\$0	\$10,000
LOC income	\$7,200	\$7,000	\$0
Racer entry fee income	\$18,100	\$16,600	\$16,600
Series sponsor income	\$8,600	\$8,300	\$10,000
Note: the actual revenues and expenses in this budget were derived from Prairie State's 2017 and 2018 P&L statements for a 10-day series in those years, and reflect the average revenues and expenses for each day of the series in those years.			
Total Income	\$33,900	\$31,900	\$36,600

EXPENSES: Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	ACTUAL 2017	ACTUAL 2018	ANTICIPATED
Staff/event expenses	\$17,100	\$16,600	\$17,500
Prize money to racers	\$6,900	\$6,700	\$7,300
Other operating expenses	\$3,700	\$5,600	\$6,500
Insurance	\$2,000	\$2,000	\$2,000
Total Expenses	\$29,700	\$30,900	\$33,800

IN-KIND CONTRIBUTIONS: Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)A

	ACTUAL 2017	ACTUAL 2018	ANTICIPATED
Estimated value of in-kind	\$0	\$0	An amount for city services sufficient so that the net tourism grant equals \$10,000
contributions (explain)			



Bios

Tom Schuler (Partner) - Tom Schuler enjoyed a 10 year career as a professional bicycle racer as a founding member of the 7-Eleven professional cycling team and as a member of the 1980 Olympic Cycling Team. During his career as a professional cyclist, Schuler garnered more than 100 career victories including the 1987 US Pro Road Championship. Tom was inducted into the United States Bicycling Hall of Fame in 2006 and the Wisconsin Bicycling Hall of Fame in 2018.

After retiring from racing, Schuler turned to team management, first as the Assistant GM for the 7-Eleven and Motorola cycling teams, and then forming his own sports management company, Team Sports Inc., in 1992. Team Sports has developed and managed 18 unique professional cycling and triathlon teams and has sent more than 30 athletes to the Olympic Games who have won 6 Olympic Medals. In addition to team management, Team Sports manages cycling events in Wisconsin and the Midwest. Schuler is a founding partner in both the Tour of America's Dairyland in Wisconsin and the Intelligentsia Cup p/b SRAM Series in greater Chicago.

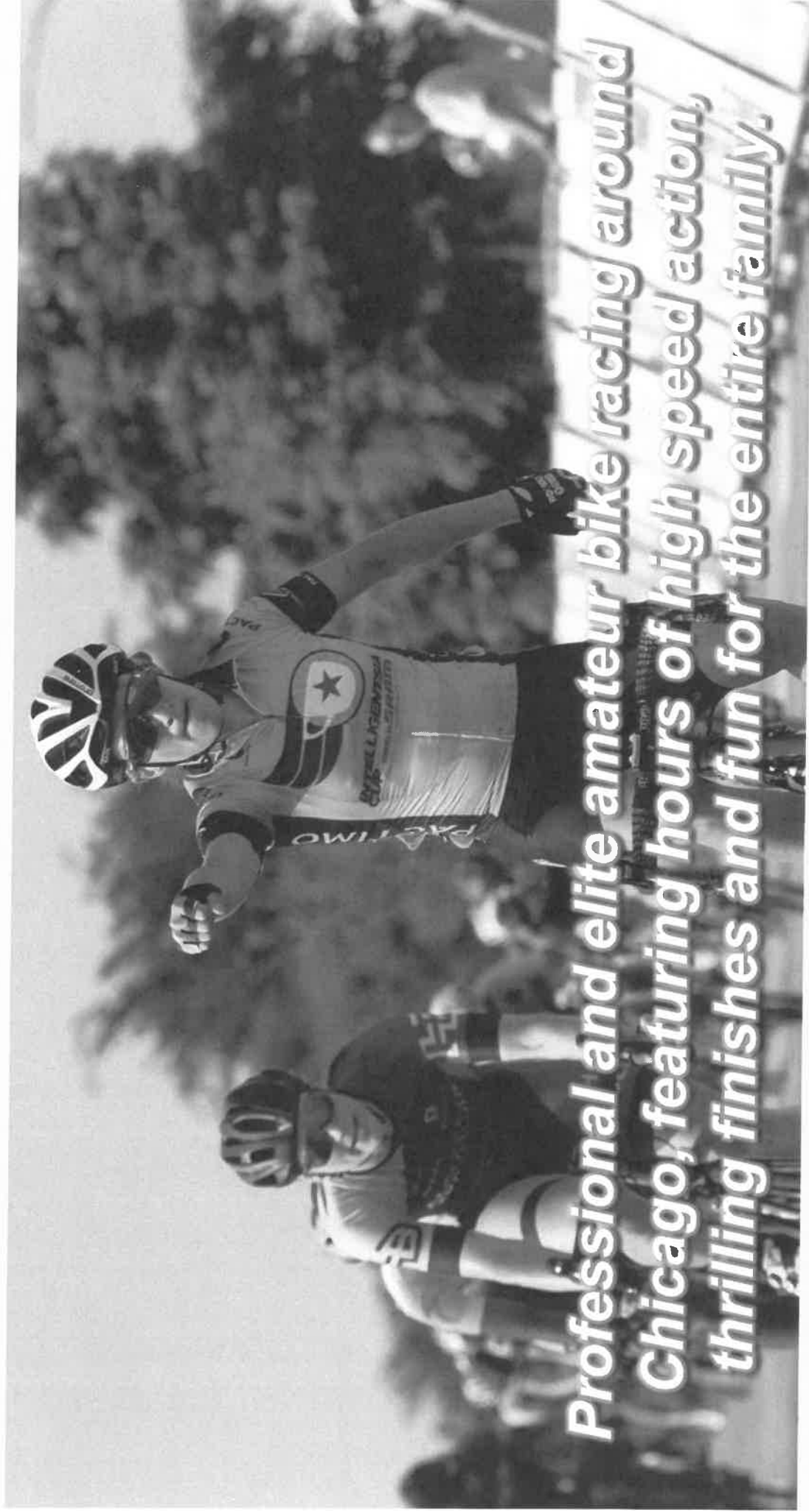
Tom and his wife Betsey Caron have 3 adult children and live in Milwaukee Wisconsin

Marc "Marco" Colbert (Partner) - Marco is the Executive Director and founding partner of the Intelligentsia Cup p/b SRAM Series; formerly, he was Associate General Counsel, Bank of America Legal Dept.; Operations Manager, 2005 Advantage Benefits Endeavour Professional Cycling Team; Assistant Manager, Team Type 1 Professional Cycling Team – 2007 to 2009; assistant race director, 2010 USPRO Crit National Championship in Glencoe, IL; assistant race director, 2011 Evanston Grand Prix; and promoter and race director, 2012 Lake Bluff Twilight Criterium. He is a USA Cycling certified national/international level "race director", an avid amateur cyclist and former racer. He is also Treasurer of the National Association of Professional Race Directors (<http://naprd.org/>). Marco and his wife, JoAnne, reside in Lincolnshire, IL and/or Tucson, AZ.

Mark Zalewski (Marketing Manager) - Mark has worked in the professional cycling industry for more than 12 years, first as a journalist and photographer covering the highest levels of the sport for publications such as Cyclingnews and VeloNews. He now works on the communications and marketing side of the business with professional cycling teams, including Cannondale Pro Cycling, and events like the Intelligentsia Cup p/b SRAM Series. Originally from Wheaton, IL he has lived in Chicago for ten years and is a member of the Spidermonkey cycling club. Mark is an active racer in the Chicago area in both road and cyclocross.



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JULY 19-28, 2019

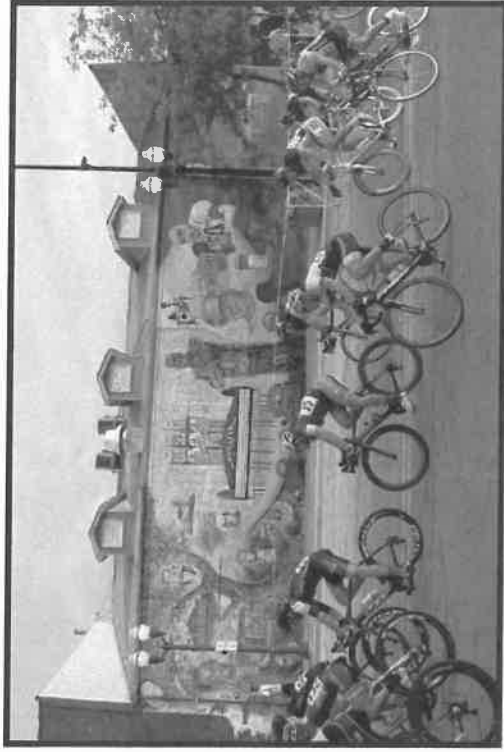
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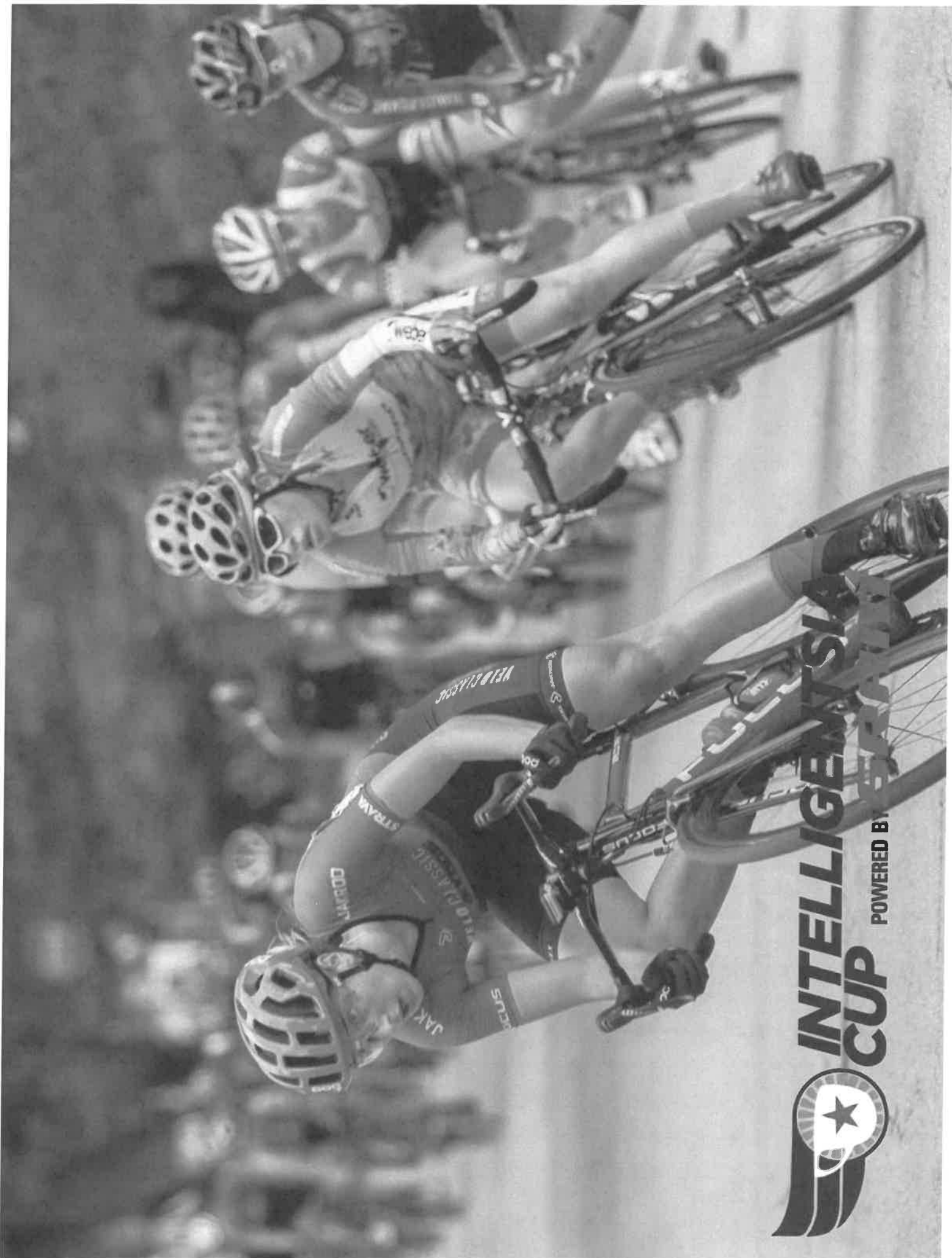
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ABOUT THE SERIES

- Founded in 2012 and expanded to multiple days of racing in and around Chicago with title sponsorship by Intelligentsia Coffee.
- Pro and amateur men's and women's cycling races featuring elite athletes from the region and all over the world.
- Criterium-style races with short closed courses that are easy to watch for spectators and more accessible for the media.
- Race speeds in excess of 30 mph with sprints for cash payouts and merchandise.
- All-day racing is partnered with family-friendly fun: kids' activities, entertainment, Active Lifestyle Expo, food vendors, merchant sales in a festival atmosphere.
- Professional on-stage announcers provide play-by-play coverage, cycling knowledge 101, interactive spectator contests, introduce the community, and sponsor messaging, to engage spectators and athletes.
- Our goal is to promote and celebrate cycling in Chicago and the Metro area with events that are fun for participants and the public and which promote exercise and a healthy lifestyle.





 **INTELLIGENTIA**
CUP POWERED BY **STRADA**

INTELLIGENTSIA CUP

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MEET THE RACERS

- International fields of professional and amateur men/women competing in a variety of age/ability categories
- **4,557** entries in 2018 (903 individual riders) 55% from Illinois:
 - ↑ **16%** average increase per year since 2014
 - ↑ **56%** average increase per venue
- 38 states (41% from Illinois) 12 foreign countries
- Average age across all categories: 33
 - Without age group (master's): 29 Women's categories: 30
- **72%** of USA Cycling licensed cyclists are 25-44*
- **93%** are college educated*
- **48%** have household incomes over **\$100,000***
- Racers spend an average of **\$2,016** on events including local lodging, food*
- Female participation is increasing, **25%** of Intelligentsia Cup in 2014 and growing



*Source: USA Cycling



INTELLIGENTSIA CI

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WHALEN
BUILDERS
INC.
CUSTOM BUILDERS



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MEET THE SPECTATORS

- Captive audience of families and active lifestyle enthusiasts who reside in the community and travel from neighboring areas.
- Racers often travel with their families.
- Thousands of spectators expected for each race, with an **estimated individual spend of \$59 on food/beverage/shopping** in each community.
- Professional cycling fan base is business-savvy, affluent, upscale and well-educated.
- Cycling race enthusiasts are loyal to sponsors and brands who support the sport.
- Many racers and fans travel to more than one race during a cycling series.
- Cycling races appeal to everyone – the sport's energy is like NASCAR on two wheels!

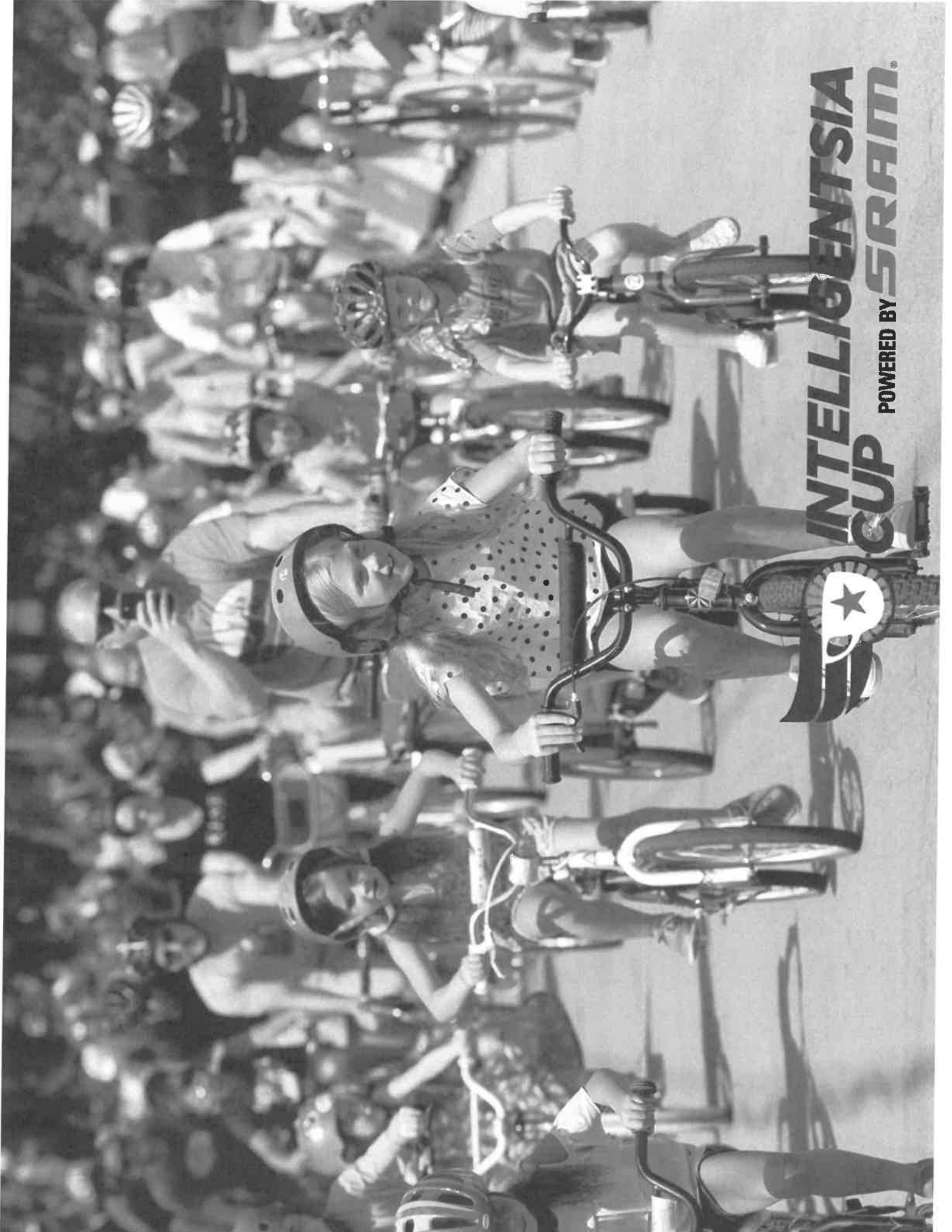


- Median Household Income of **\$75,000**, with **70% college educated**.
- 50/50 split of male and female race fans;
Median Age: **38**.

Source: USA Cycling

**INTELLIGENTISIA
CUP**

POWERED BY **SRAM**



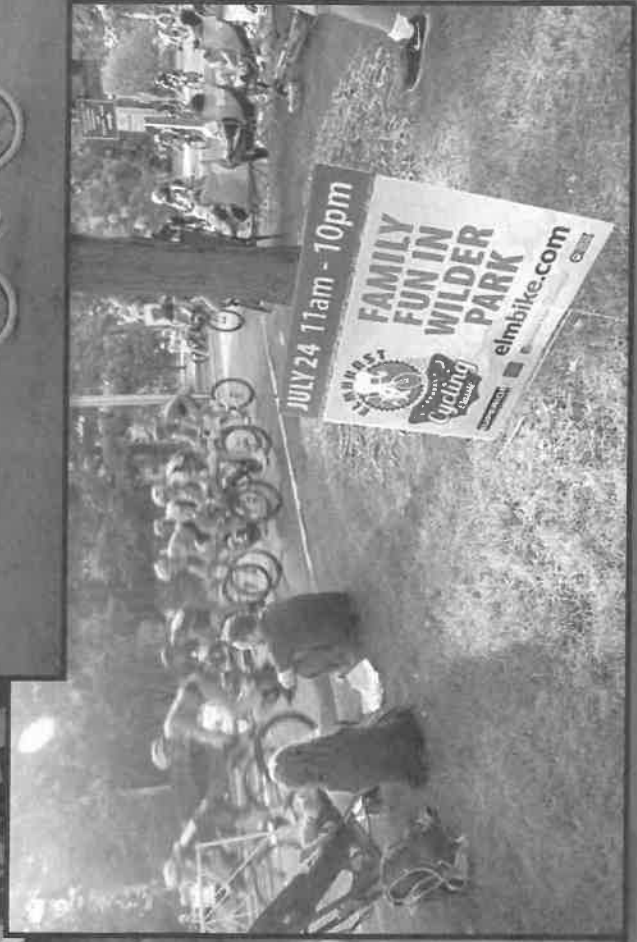


INTELLIGENTIA CUP

POWERED BY **SRAM**



ENGAGE YOUR COMMUNITY



INTELLIGENTSIA CUP POWERED BY SRAM®



ABOUT THE SPORT OF CYCLING

- Bike racing is a TEAM sport with riders working together using strategy and tactics to place one team rider in the position for victory.
- Estimated 65 million competitive and recreational cyclists in the U.S. Number of Americans who ride bikes is greater than all who ski, golf and play tennis combined.
- One of the most popular and fastest growing sports in the world. Healthy activity the entire family can enjoy together.
- The U.S. bicycle industry is a **5.6 BILLION DOLLAR** industry.





 **INTELLIGENTSIA**
CUP POWERED BY **SRAM**[®]

INTELLIGENTSIA CUP

POWERED BY **ERRAM**



OPPORTUNITY: ENGAGE THE CHICAGO METRO CONSUMER AND PROMOTE YOUR BUSINESS, PRODUCTS AND SERVICES



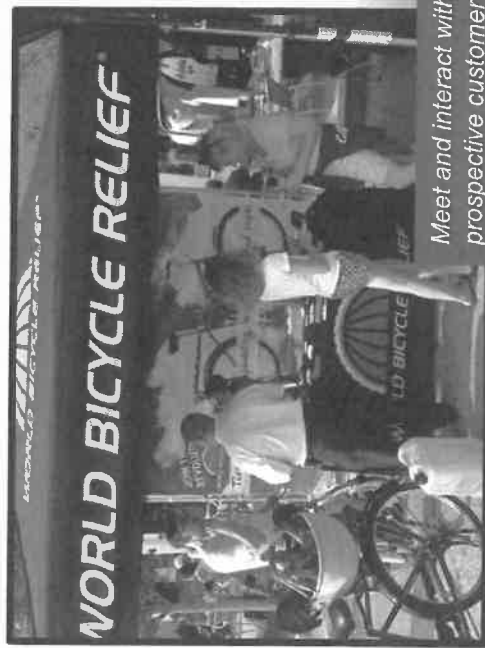
Display and sample products.



Tom McAfee, President of Northwestern Lake Forest Hospital, interviewed on stage.



Prominent visibility of your brand.



Meet and interact with prospective customers.



Pace Car Sponsorship

INTELLIGENTSIA CUP

POWERED BY **SRAM**



BRANDING VARIETY

- Multiple signage locations at every venue -- barrier boards and fencing, podium background, finish line banner ...
- Exclusive race category sponsorship includes custom winner's jersey at each venue and overall series winner with prize opportunity.
- Live streaming at *Pro Road Tour* venues with logo and video spots.



Jumbotron showing action and sponsor messaging.



Randy Scott (SIGMA Sport) with race winner.



INTELLIGENTSIA CUP

POWERED BY **SERAM**



FERMENTATION CELLAR

GOOSE ISLAND BEER COMPANY

WE DON'T NEED TO BE THE
ONLY BEER YOU DRINK.
WE JUST WANT TO BE THE
BEST BEER YOU DRINK.

BREWERS' ENTRANCE



INTELLIGENTSIA CUP POWERED BY SRAM



LIVE WEBSTREAM

- Professional HD broadcast quality production
- Reach a nationwide/worldwide audience
- Video spots, product demo, logo branding



INTELLIGENTSIA CUP

POWERED BY SRAM



ACTIVATE: SPONSOR ACTIVATION THROUGH CONTENT GENERATION AND SOCIAL MEDIA

Prairie State Cycling
@PrairieStateCyc

2,218 likes · 179k views

18 posts

Let People Find Prairie State Cycling Series
Use a Get Directions button to help them identify your Page location.

ABOUT

- Chicago, Illinois
- App phone number
- App hours
- App price range
- App /www.PrairieStateCyc

PHOTOS

Chris Zigmont
SRAM Road Brand Director

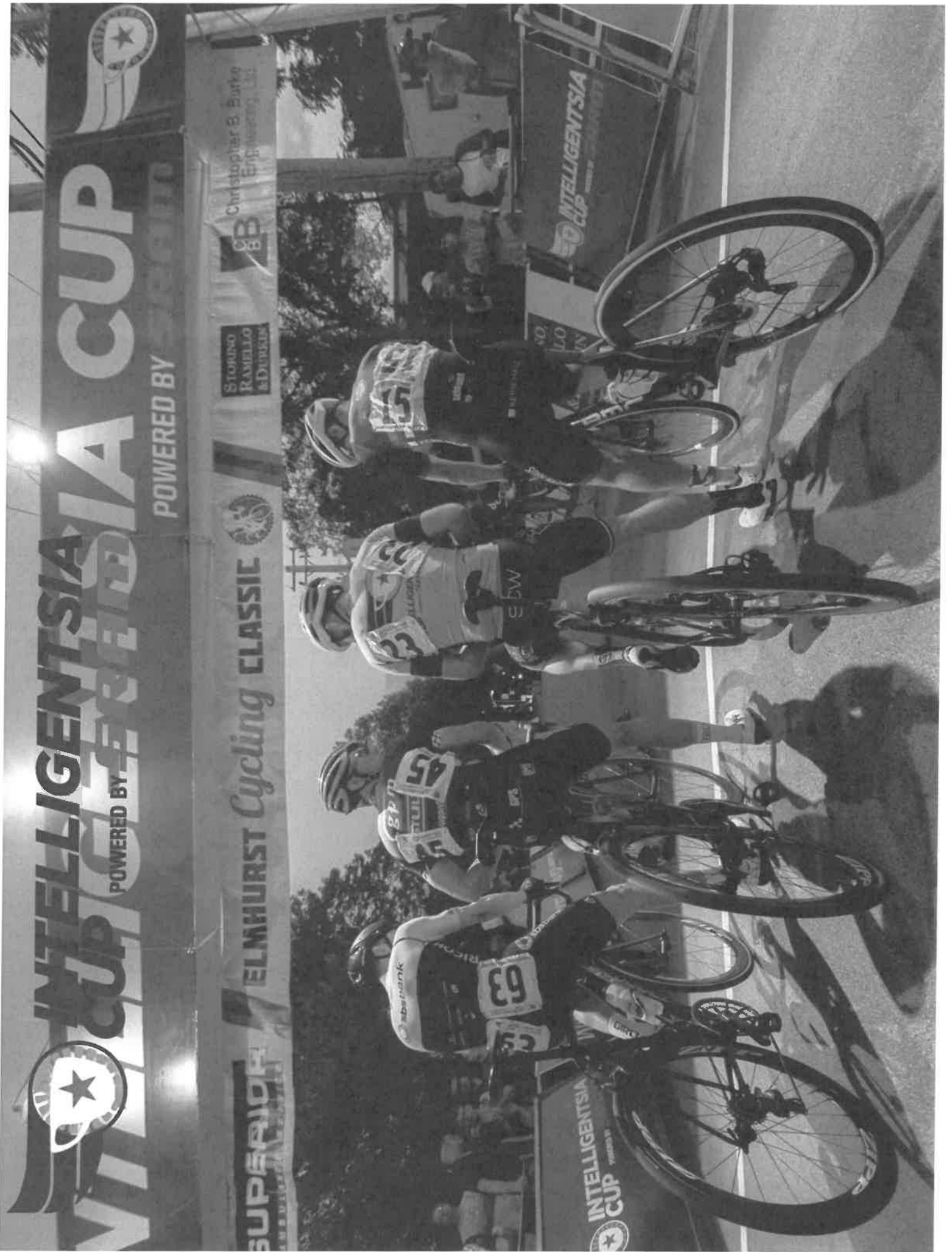
Sponsor profile: SRAM - Chris Zigmont

Intelligentsia cup

Cat 2/3 winner Kyle Selph (EGO Sammy's) visiting the @ZipcarChicago booth #ChicagoCrit @Intelligentsia Cup #PSCS

148 views

3 JUL 2014



INTELLIGENTSIA CUP

POWERED BY

POWERED BY

SUPERMOTO
SUNBELT MOTORSPORTS



ELMHURST Cycling CLASSIC

**STORINO
RAMELLO
& DURRUS**



**Christopher S. Burke
Engineering, Inc.**

**INTELLIGENTSIA
CUP**

**INTELLIGENTSIA
CUP**

abnbank
63

55

23
ELMHURST
ESW

15

2019 TENTATIVE VENUES

Friday, July 19 – Chicago/Beverly

Saturday, July 20 – Glen Ellyn

Sunday, July 21 – Elgin (IL State Road Race)

Monday, July 22 – Joliet (Autobahn Country Club)

Tuesday, July 23 – South Chicago

Wednesday, July 24 – West Dundee

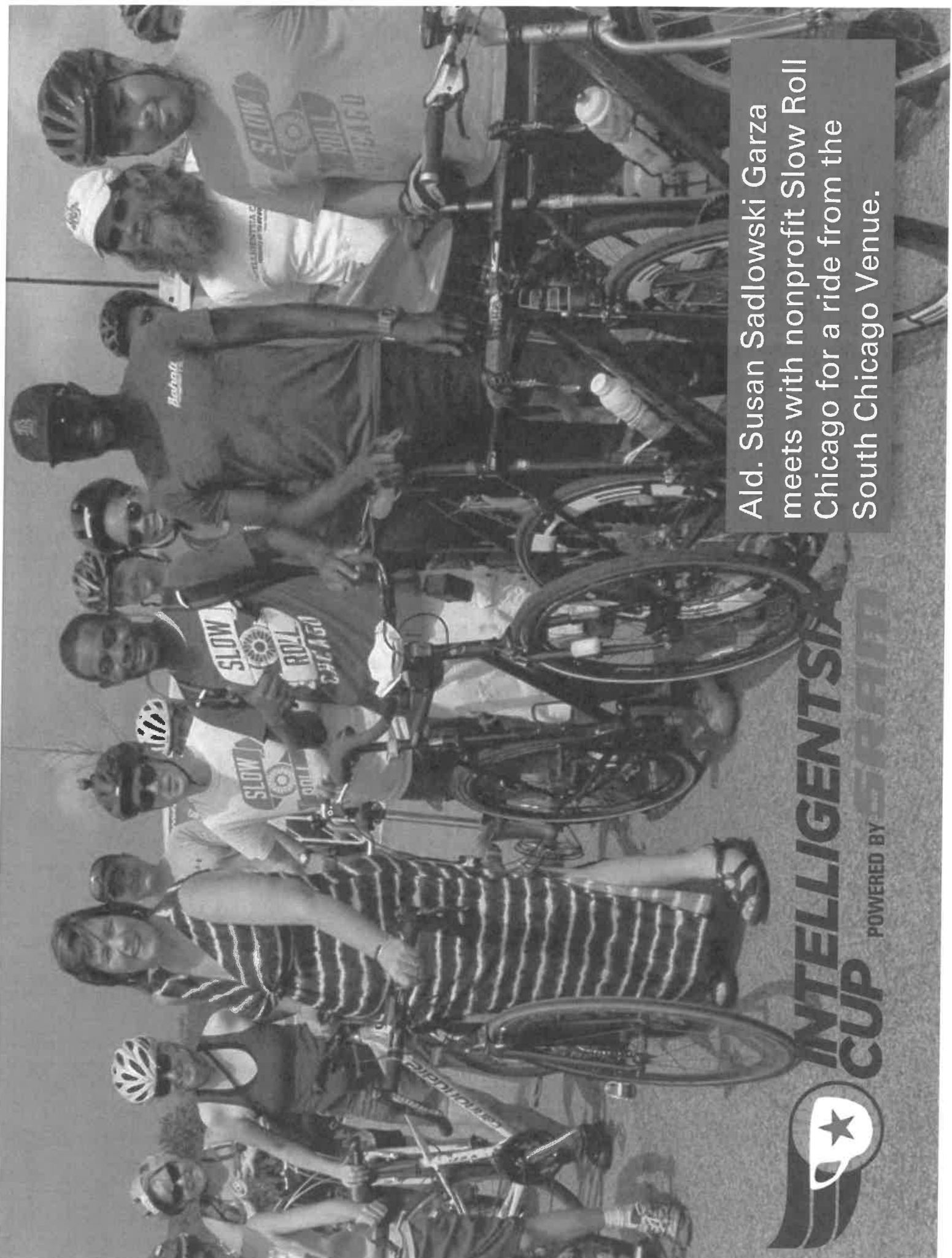
Thursday, July 25 – Niles

Friday, July 26 – Elmhurst

Saturday, July 27 – Lake Bluff

Sunday, July 28 – Chicago/W. Fulton St.





Ald. Susan Sadlowksi Garza meets with nonprofit Slow Roll Chicago for a ride from the South Chicago Venue.

INTELLIGENTSIA
CUP POWERED BY **GRAB**





INTRODUCE/REINFORCE YOUR BRAND TO A CAPTIVE, ACTIVE & FUN AUDIENCE!

For more information, please contact:

Tom Schuler – Managing Partner

tjspow@gmail.com

Mobile: 414.899.9048

Marco Colbert – Partner/Exec. Director

marco@intelligentsiacup.com

Mobile: 847.644.0277

Mark Zalewski – Marketing Director

mark@intelligentsiacup.com

Mobile: 630.890.0209

Please visit our website at:

www.intelligentsiacup.com

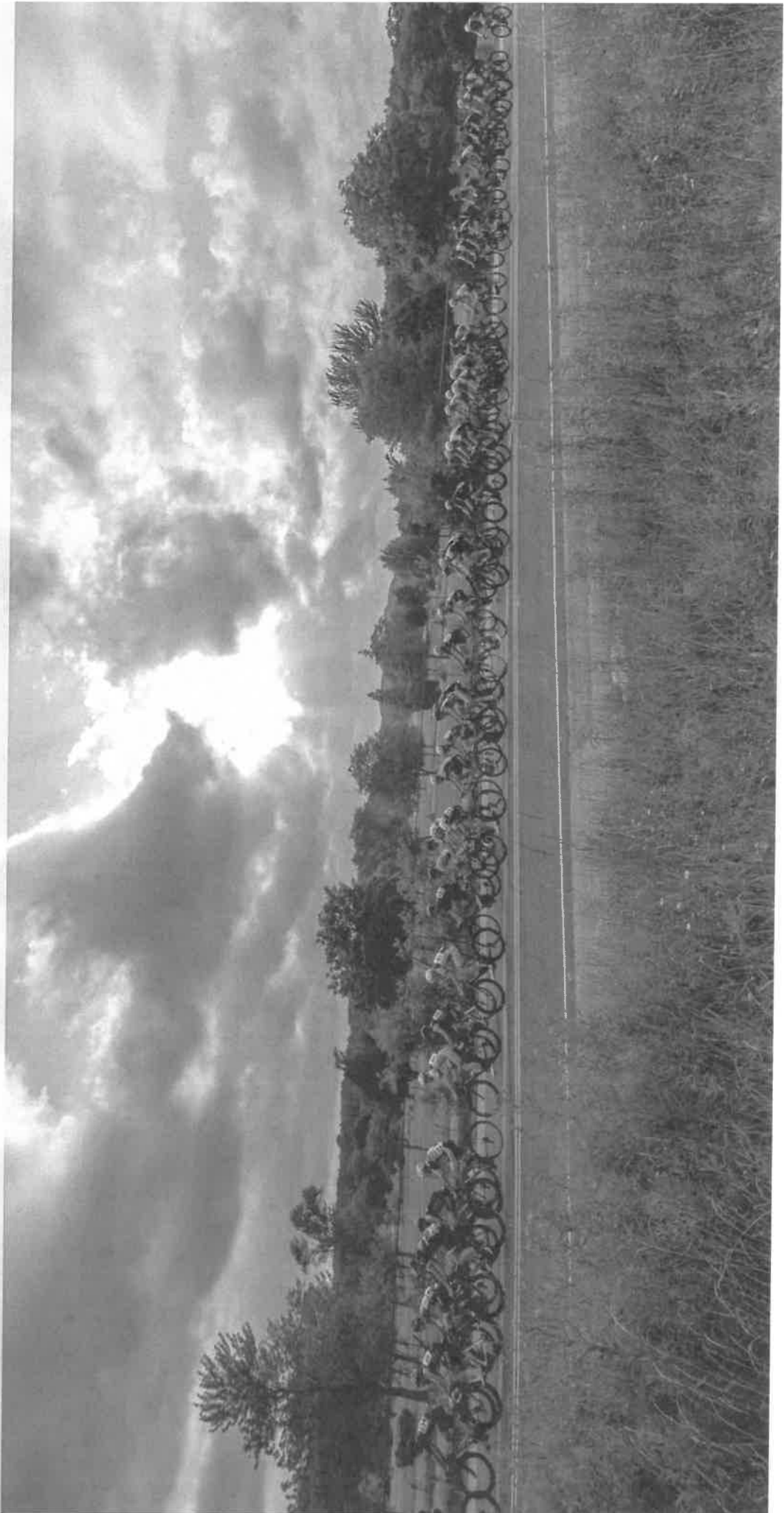


July 19 - 28, 2019



INTELLIGENTIA CUP

POWERED BY **SRRAM**®



\$5800 in CASH PRIZES
 plus WINNER JERSEYS & at least
\$1550 in Cash Primes!



PRODUCED BY:
 Prairie State Cycling Series, LLC
www.IntelligentsiaCup.com
 Held under event permit 2018-598
 USA Cycling rules will be enforced



West Dundee River Challenge

Wednesday, July 25, 2018 (West Dundee, IL) (as of 7/1/18)

Category	Start	Duration	Field Limit	Min. Cash Primes	Prizes	Places
Cat 4/5	10:00a	30 min	75	n/a	Coffee	3
Illinois Bone & Joint Inst. Women Cat 4/5	10:40a	30 min	75	n/a	Coffee	3
SRAM Masters 35+ 3/4	11:20a	40 min	120	\$100	\$200	5
Just BARE Chicken Women Cat 2/3	12:10p	45 min	120	\$150	\$300	5
Cat 3	12:55p	45 min	120	\$100	\$200	5
Team MACK Masters 50+/60+ Cat 1-4 p/b Haute Route	1:50p	50 min	120	\$100	\$500	10
Keating Law Cat 2/3	2:50	50 min	120	\$150	\$300	5
William Blair Masters 35+ 1/2/3	3:45p	60 min	120	\$150	\$600	10
Pro/1/2 Women	4:55p	70 min	150	\$400	\$1850	15
Local event/Family Ride	6:15p	30 min	n/a	n/a	n/a	n/a
Pro/1/2	6:45p	90 min	150	\$400	\$1850	15

Entry Fees (including mandatory USA Cycling daily surcharge): PRO WOMEN/MEN 1/2: \$55 ALL OTHER ADULT CATEGORIES: \$45

Juniors (18 or under): \$15 (for Jrs. Races only)

Entry Discounts: * \$10 discount for the second race entered on the same day. Discount reflected in checkout total.

* 20% discount, if you register online prior to May 20, 2018

* 10% discount, if you register online prior to June 20, 2018.

Registration: Two Options: 1) ONLINE at <https://www.bikereg.com/intelligentsiacup> (ADDITIONAL ONLINE SERVICE PROVIDER'S FEE) thru 12:01 am CDT on July 16, 2018 or 2) ON-SITE (additional fee of \$15/day) opens one hour prior to first race of the day and closes 30 minutes prior to race of interest. **RACES GO ON RAIN OR SHINE. NO REFUNDS.**

Event Insurance: Available thru BikeReg at online checkout (covering minimum entry fees of \$50 or more)

GPS Location: Grafelman Park, North 5th St., West Dundee, IL 60118

Accommodations: Host Hotel: see Racer Accommodations on website: www.intelligentsiacup.com

Host Housing: Limited host housing available; please contact Graham Wilson, graham@intelligentsiacup.com

Information: Race Director - Marco Colbert: marco@intelligentsiacup.com 847.644.0277

- All events supported by SRAM Neutral Race Support.
- Every winner of every race in each category on the daily schedule (except juniors) will receive a daily Pactimo winner's jersey. For the Masters 50+/60+ category, a daily Pactimo winner's jersey and daily Pactimo omnium leader's jersey will be awarded for each of the following age groups in the category: 50+, 55+ and 60+.
- Intelligentsia Cup is run as an omnium, with points awarded based on a rider's placing. The final overall will be determined by cumulative point totals based on the rider's best races of the series (9 best races for pro, Cat 2/3 and Masters 35+Cat 1/2/3 riders; 8 best races for all other adult riders; and the first 3 races for juniors) and recognized on the podium on July 22, 2018 for juniors and on July 29, 2018 for all other categories. See Tech Guide for more information on overall prizing, omnium tiebreakers, etc. All riders must comply with Tech Guide requirements.
- The Pro men and Pro women categories will have an omnium prize of \$5,000 each paid over ten places.
- See our website for details on racecourses, parking, team tent locations and other pertinent information.



Village of Lombard

Community Development Department
255 E. Wilson Avenue
Lombard, IL 60148
Tel: 630-620-5750 Fax: 630-629-2374

TEMPORARY EVENT PERMIT APPLICATION

Thank you so much for choosing the Village of Lombard for your special event!
You must submit **ALL** of the following items in order for your permit to be processed.



Completed Temporary Event Permit Application

Must be completely filled out and signed by a notary public on page 13.



Site Plan

Must show location(s) of all structures, curb cuts, driveways, parking stalls, proposed street closures, tents, generators, electrical connections, port-a-lets, aisles, entrances/exits, fire alarms/life safety equipment, stages/platforms to be erected, food and beverage vendor(s), and garbage receptacles. **If the event will utilize public streets or require public street closures, contact Jennifer Ganser, Assistant Community Development Director at ganserj@villageoflombard.org or 630-620-5717. All new race routes require pre-approval.**



Certificate of Insurance (Section 21)



Completed Property Owners Approval Form (Section 15)



Health Department Approval (if applicable)



Bond (if applicable)

The application for the event shall be submitted at least twenty (20) days prior to date of opening to the public. If inspections cannot be conducted during the course of regular business hours (Monday - Friday 8:00 AM - 4:30 PM), after hour inspection fees will be assessed per Section 150.141.

1.) Prohibitions

Please note that the following are prohibited without prior approval from the Village of Lombard.		
1. No non-licensed motor vehicles are permitted on any route (e.g. golf carts, ATVs, etc.)	3. No marking of any street, curb, sidewalk, sign, or other Village of Lombard property (e.g. spray painting, etc.)	
2. Alcohol	4. Signage	
2.) TYPE of Temporary Event		
<input type="checkbox"/> Assembly <input type="checkbox"/> Carnival or Circus (limited to ten days) <input checked="" type="checkbox"/> Race or Run <input type="checkbox"/> SEASONAL Outdoor Garden Sale (limited to three months) <input type="checkbox"/> Temporary Open Air Café (limited to three days) <input type="checkbox"/> Temporary OUTDOOR Sale or Auction (limited to three days) <input type="checkbox"/> Other, Please Describe: _____		
3.) NAME of Event		
Lombard Tour De Lilac (or) Lombard Cycling Classic		
4.) LOCATION of Event		
Downtown Lombard		
5.) DATE(S) of Event (include rain and setup/teardown dates)		
SET UP DATE(S): July 23, 2019	EVENT DATE(S): July 23, 2019	TEARDOWN DATE(S): July 23, 2019
6.) START & END Time(s)		
SET UP: 9am	EVENT: 10am – 8pm	TEARDOWN: 9pm
Is this the first time the event is being held in Lombard? (Circle One)		<input checked="" type="checkbox"/> YES / NO
If No, how many participants were at the last event?		
7.) Brief Description of Event		
<p>Explain the temporary event (parade, race, assembly, etc.) and list and describe any and all structures to be erected, including buildings, tents, booths, etc., as well as the length of time said structures are intended to be used, placed, and assembled. Include the number of participants (employees/volunteers) and associated vehicles, and displays. Include the number of animals, carnivals, rides, games, tents, etc. Include the locations of assembly, dispersal and any relevant information that will explain the event and streamline the approval process.</p> <p>A new all-day athletic event in downtown Lombard called the “Lombard Cycling Classic” (or other name TBD) featuring exciting bicycle racing by professional and amateur racers from all over the US plus numerous foreign countries. This spectator-friendly and family-friendly event would include a lifestyle expo, local food vendors and perhaps a beer garden or live music in future years. The event would be part of the ten-day Intelligentsia Cup series, which will include similar events in Elmhurst and Glen Ellyn in 2019. The event will also feature a Lombard “fun ride” to engage local families and residents, providing them the opportunity to “race” the same course as the athletes.</p>		

The DuPage Convention & Visitors Bureau will be lead chair of the local organizing committee and act as event liaison the Village of Lombard, local business and residents to promote and prepare for the event. For event operations, the DuPage CVB has retain the Prairie State Cycling Series/Intelligentsia Cup to primarily manage the event operations and recruit athletes and competitors.

The event will have a start/finish line close to nearby restaurants in attempt to drive more walk-in business during the event. A stage and will be temporarily constructed at the start/finish line to manage race operations for staff. Standard cycling fencing will be brought in along racecourse to keep spectators/patrons from entering the course and disrupting competition. This event will also include a vendor/expo area for athletes and patrons.

8.) Use of Public Right-of-Way (If Applicable)

List streets to be used, street closures, and attach a map of the route (parades, races, runs, etc.) Please note location and types of barriers. **All new race routes require pre-approval.**

Race route attached, utilizing W St Charles Rd., S. Elizabeth St., Michael McGuire Dr., and S Main St. as a fixed loop course.

9.) Diagram and/or Map of the Event

Must show location(s) of all structures, curb cuts, driveways, parking stalls, proposed street closures, tents, generators, electrical connections, port-a-lets, aisles, entrances/exits, fire alarms/life safety equipment, stages/platforms to be erected, food and beverage vendors, garbage receptacles, etc. **If alcohol will be served please include the controlled entrances/exits, "barrier fencing", and security checkpoints.**

Provide a Marked Up Plat of Survey or Draw a Scaled Map of Event (1 square = ___ feet)

See Attached Map of Event

10.) Applicant Information

Name/Title:	Justin Roach, Director of Business Development, DuPage Convention & Visitors Bureau
Date of Birth:	14May2018
Address:	915 Harger Rd. Ste 120, Oak Brook, IL

Telephone Number(s):	6302773953
e-mail:	justin@discoverdupage.com
11.) Chair/Coordinator, etc. Information (If different than above)	
Name/Title:	
Date of Birth:	
Address:	
Telephone Number(s):	
e-mail:	
12.) On-Site Contact Person Information (The day of the event if different than above)	
Name/Title:	
Date of Birth:	
Address:	
Telephone Number(s):	
e-mail:	
13.) Sponsoring Organization(s) Information	
Name(s):	DuPage Convention & Visitors Bureau
Type of Organization:	
Corporation / Partnership / Single Owner / Not for Profit (Circle Whichever Apply)	

Company Sales Tax #(s), if applicable:	
Not for Profit ID #(s), if applicable:	
14.) Sponsoring Organization(s) Officer or Partner Information	
Name(s):	
Date(s) of Birth:	
Address(es):	
Telephone Number(s):	
e-mail(s):	
15.) Property Owner – Agent Approval (If the applicant/operator is not the owner of the property at which the temporary event will take place)	
<p>I, _____ property owner/owner-agent for _____ (Name) _____ do hereby grant permission for _____ (Address) the _____ to be taken place at the above _____ (Temporary Event) mentioned location on _____. _____ (Date of Event)</p> <p>Name: _____ Address: _____</p> <p>Signature: _____ Date: _____</p>	

16.) Alcohol	
Will alcohol be served and/or sold at this temporary event? (Circle One)	Yes / <input checked="" type="checkbox"/> No
<p>If yes, describe and include a sketch of the area showing where the alcohol will be sold and/or consumed. There must be at least two (2) controlled entrances/exits:</p> <p>Local organizing committee will work with food & beverage businesses along race course interested in serving alcohol to patrons. Those businesses interested will submit their own alcohol permit, or required paperwork, with the Village of Lombard prior to event.</p>	
<p>Describe the procedure by which you will identify and deal with intoxicated parties:</p> <p>These responsibilities will be inherited by any restaurant/business who choose to serve.</p>	
Vendor Name:	
Vendor Address:	
A layout of the distribution plan and location of ID checks must be provided.	Attached <input type="checkbox"/>
<p><i>If your event involves alcohol service and/or sales, you must contact Janet Downer, Deputy Village Clerk, at (630) 620-5913 or downerj@villageoflombard.org</i>, as your event could require additional approvals not covered by this application.</p>	
17.) Booths, Exhibits, Bounce Houses	
Are booths, exhibits, and/ or bounce houses being set-up/utlized? (Circle One)	<input checked="" type="checkbox"/> Yes / No
<p>If yes, describe and show on plan:</p> <p>The event will include a “vendor village” using S Park Ave (closed by race, between W. St. Charles Rd and Michael McGuire Dr.) Sponsors and vendors, will be bringing booths/exhibits and small pop-up tents.</p>	
Will tents larger than 400 square feet be used at the event? (Circle One)	Yes / <input checked="" type="checkbox"/> No
<p>If yes, describe and show on plan:</p> <hr/> <hr/> <hr/>	
Will electricity be needed as part of the event? (Circle One)	<input checked="" type="checkbox"/> Yes / No

Event would request to use Village electrical from accessible outlet/power source (such as an electrical pole) near start/finish line. If not available, a generator will be used by the event operator.		
Will a generator be used at the event? (Circle One) If yes, show on site plan		<input checked="" type="checkbox"/> Yes / No
Only if required, should Village electricity not be available.		
Please describe plans to provide electricity, if applicable:		

18.) Carnival / Mechanical Devices		
Are carnival rides, animals, bounce houses, etc. a part of this event? (Circle One)		Yes / <input checked="" type="checkbox"/> No
If yes, please describe:		

Vendor Name:		
Vendor Address:		
List of all employees (required) and appropriate licensing (if applicable).	Attached <input type="checkbox"/>	
<i>For more information regarding licensing and fee requirements for carnival rides / amusement devise at temporary special events contact Janet Downer, Deputy Village Clerk, at (630) 620-5913 or downerj@villageoflombard.org.</i>		
19.) Fireworks		
Are fireworks planned as part of the event? (Circle One)		Yes / <input checked="" type="checkbox"/> No
If yes, please describe the show location, hours, and days:		

Vendor Name:	
Vendor Address:	
20.) Food	
Will food be served and/or sold at this temporary event? (Circle One)	Yes / No
If yes, please describe and note any cooking equipment:	
<p>Similar to alcohol sales, local businesses will be provided the opportunity to serve food within the event area. Any business planning to serve patrons outside their place of business and within the event will be required to coordinate with the event and submit their own permit/application to the Village.</p>	
<p>All food to be sold, except for pre-packaged good, requires approval from the Village and DuPage County Health Department. Cooking equipment must be ready for inspection.</p>	
DuPage County Health Department Permit (copy)	Attached <input type="checkbox"/>
21.) Insurance	
<p>Evidence of the insurance that shall be in force and in effect at the time the temporary event is to be open to or maintained for public access. Said insurance policy shall maintain limits no less than: <u>Comprehensive General Liability</u>, \$1,000,000 combined single limit per occurrence for bodily injury, personal injury, and property damage. The Village of Lombard, its officials, employees, and volunteers shall be listed as an additional insured on a primary and non-contributory basis and as a certificate holder. <u>Automobile Liability</u>, \$1,000,000 combined single limit per accident for bodily injury and property damage. <u>Workers' compensation and employer's compensation</u> limits as required by the Labor Code of the State of Illinois and Employer's Liability limits of \$1,000,000 per accident (see Section 110.43 of the Code of Ordinances for additional requirements.)</p> <p>General insurance coverages provided by Prairie State Cycling Series. Examples from previous events included as example. Any additional event insurance required will be attained by the DuPage CVB within 3 months of event.</p>	
Attached <input type="checkbox"/>	
22.) Music	
Is live music planned as part of the temporary event? (Circle One)	Yes / No
If yes, please describe (include hours and days and mark location on site plan):	
Will there be a public address system in use and/or recorded ("DJ") music?	Yes / No
If yes, please describe:	

If yes, please describe (include hours and days and mark location on site plan):

Music & PA system will be used at the start/finish line at staging area for entertainment and race updates. Hours will include those during race time (approximately 10am – 8pm)

23.) Parking

Please describe the parking provisions for guests, employees, volunteers, etc. (include how you will comply with the Americans with Disabilities Act).

Local organizing committee will work with private property parking owners nearby race course for designated event parking. Additionally, the event requests hour parking restrictions to be removed for the day of the event on Grove Street, Lincoln Ave., Orchard, and Park Ave. for residents and spectators.

The event recognizes approximately Metra 66 parking spots on Michael-McGuire Dr. will be unavailable for the event day due to the race course set-up. If required, the event will cover the cost of those space rentals for the day.

24.) Raffle

Is a raffle planned as part of the temporary event? (Circle One)

Yes / No

If yes, please describe (Permit Required):

For more information regarding raffles, contact Janet Downer, Deputy Village Clerk, at (630) 620-5913 or downerj@villageoflombard.org.

25.) Sales / Retail

Will anything be sold at the temporary event? (Circle One)

Yes / No

If yes, please describe:

Illinois Sales Tax Number(s):	
26.) Sanitation	
Please describe the provisions for port-o-lets. At least one port-o-let in each group must be handicap/ADA accessible (at least 1 port-o-let per event, 2 port-o-lets per 100 patrons). A built-in hand sanitizer or hand washing station shall also be included.	
<hr/> <hr/>	
Port-o-lets will be provided to patrons and staff. Local organizing committee will work to identify suitable lot/area within closed event route, or position within the designated expo area.	
Port-O-Lets and Garbage Containers to be Shown on Site Plan	Completed <input type="checkbox"/>
Roll off truck for larger events. (Circle One)	Yes / No
27.) Security and Crowd Control	
Please describe the provisions for security and crowd control:	
Staff and volunteers will be deployed to manage race course and crossing points for the safety of the competitors, and fans. Course crossing points will be determined based on the needs of the event and local businesses.	
28.) First Aid	
Please describe the provisions for first aid:	
Event staff will be designated to provide on-site first aid to anyone needing assistance throughout the event.	
29.) Emergency Plan	
Please describe the provisions for the event of severe weather or other emergency. If you have a location for emergency shelter, please list it below.	
See attached.	
30.) Signage	
Will signs be part of pre-event advertising or the temporary event? (Circle One)	Yes / No

If you selected yes to the above question, please note that all signs or banners require a permit from the Village of Lombard (under a separate application). Information regarding the proposed location, size, and dates of display is required. Signage is not allowed in the public right-of-way. Contact the Community Development Department at (630) 620-5749 for additional information.

The Village has an Electronic Message Board sign and Lombard based community organizations and governmental agencies may submit a request for a message to be displayed. Please visit <http://www.villageoflombard.org/MessageBoard> for more information and to complete the request form. Any requests to be placed on the Electronic Message Board must be done online and are separate from this application.

31.) Miscellaneous

<p>Have you provided notification to the surrounding neighborhood?</p> <p>Initial outreach has been done to several local businesses who will be impacted by the event. Event will work with local business who are located along the race route to find manageable solutions to minimize impact.</p> <p>If event is to move forward, additional notice will be provided to all relevant nearby businesses and residents through flyers and in-person notice.</p>	<p>Yes / <input checked="" type="checkbox"/> No</p>
<p>If yes, please provide a copy of said notification.</p>	<p>Attached <input type="checkbox"/></p>

32.) Promotions

Will the event be promoted online? If yes how? (Website, Facebook, Hashtags, etc.)

Once approved, an event website will be created for the event including all relevant details for competitors, spectators, and nearby businesses and residents. Event will work with nearby businesses to promote through their social media channels to reach additional residents.

33.) Safety Inspections

Compliance with the following is required:

- ABC Fire Extinguishers
- All electrical run through GFI (Ground Fault Interrupter)
- All tents tied or weighted down to resist wind
- Tent stakes covered
- All locking pins installed in tents
- Fire resistant certificate attached to tent
- Village of Lombard Temporary Event Permit Card displayed at all times during event

34.) Village Services

Will you require Village Services?

*Please note that depending on the anticipated event attendance and type of event, Village personnel and services, including Police, Fire, Public Works, and/or Community Development, may be **required** at an event. Below are examples of services provided by those departments. Charges for all Village personnel and services involved during the day(s) of the event and in the preparation of the event will be charged to the event sponsor. **The Village shall determine the number of personnel and the level of services necessary to ensure the safety of participants and to minimize the impact of the event on Village operations and resources.***

Community Development Inspections: If inspections cannot be conducted during the course of regular business hours (Monday - Friday 8:00 AM - 4:30 PM), after hour inspection fees will be assessed per Section 150.141. Fees will be charged if a third inspection is required due to failing the first two inspections, or for not being ready for two inspections.

Additional fees may apply depending on the event from Fire, Police, and Public Works.

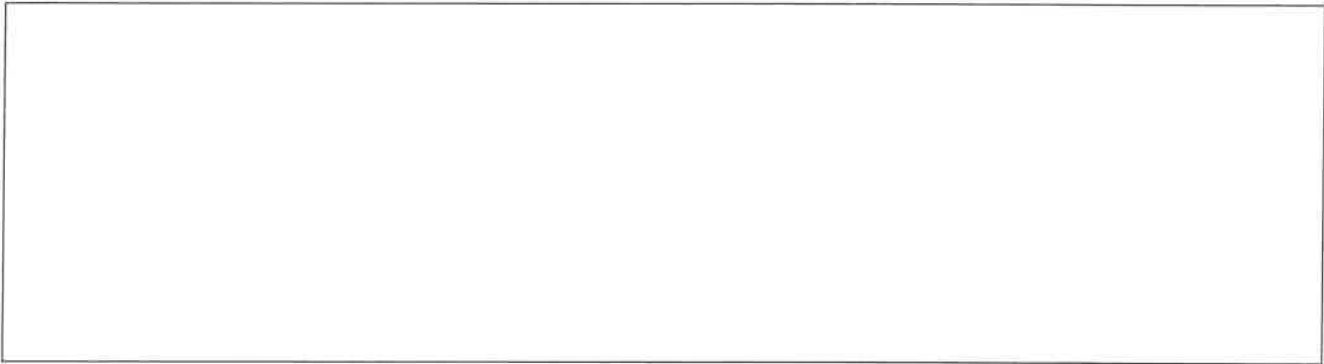
- Community Development (i.e. building, electrical, tent inspections)
- X Fire (i.e. medical stand-by, ambulance services)
- X Police (i.e. safety and security, road closures, traffic control, alcohol control)
- X Public Works (i.e. road closures, electrical service, sandbags/weights, garage/recycling, street sweeping)
- Other

Please explain: _____

Event has previously coordinated with Village regarding all services needed.

255 E. Wilson Avenue
Lombard, IL 60148

Tel: (630) 620-5750
Fax: (630) 629-2374



35.) Concealed Carry

Concealed carry firearms are prohibited from public gatherings and special events that are:

- conducted on property open to the public; and
- require a permit from the unit of local government.

The applicant shall ensure that the sign (see next page) shown is posted at all entrances to the event. The sign shall be printed in color, measure at least 4"x6" and be visible at all entrances to the event. For certain events, additional signage may be required on a case by case basis. Signs can be obtained through the Illinois State Police online or in person.



36.) Prairie Path & Great Western Trail

If the event is crossing or utilizing the Prairie Path and/or the Great Western Trail you must receive a permit with the DuPage County Department of Transportation. Please contact them at 630-407-6900 or trailpathcoordinator@dupageco.org for more information.

Please include a copy of the permit with this application.

37.) Fees

If the event is organized by a non-profit, you may request a permit fee waiver. Please attach a letter requesting the permit fee waiver and your non-profit paperwork from the State.

Please note that this is permit fee waiver only. You may be required to provide a bond, and/or pay for Village Services (Police, Fire, Public Works, Building, etc.).

Re-inspections may be subject to fee. If inspections cannot be conducted during the course of regular business hours (Monday - Friday 8:00 AM - 4:30 PM), after hour inspection fees will be assessed per Section 150.141.

255 E. Wilson Avenue
Lombard, IL 60148

Tel: (630) 620-5750
Fax: (630) 629-2374

The Applicant or Operator agrees upon receipt of a permit to hold harmless the Village of Lombard its officers, agents, employees, representatives, and their assigns from any and all claims.

I, _____ the _____ for the proposed operator of the temporary event, hereby declare, under oath that the statements made herein are true and correct to the best of my knowledge and belief. I understand that:

1. Any incorrect or fraudulent statement made in this application constitutes sufficient grounds for the immediate suspension and/or revocation of the temporary event permit issued by the Village of Lombard;
2. As a condition of the temporary event permit, the Police Department, Fire Department, as well as other authorized officials of the Village of Lombard, are granted free access to the grounds of the temporary event, and to all booths, tents, buildings, and other structures erected for or used in conjunction with the temporary event, to inspect and enforce compliance with the provisions of the temporary event permit and the Village of Lombard code; and
3. The applicant, owner(s) and operator(s) agree to contact the Village of Lombard, Community Development, Building Division at (630) 620-5750 to schedule all required inspections for the temporary event prior to the start of the temporary event.

The applicant, owner(s) and operator(s) agree upon receipt of a permit to indemnify, defend and hold harmless the Village of Lombard, its officers, agents, employees, representatives, and their assigns, from any and all claims, lawsuits or other liabilities directly or indirectly arising from, in consequence of, or in reference to the permit granted. In connection with any such claims, lawsuits, or liabilities, the Village, its officers, agents, employees, representatives, and their assigns, shall have the right to defense of counsel of their choice. The applicant, owner(s) and operator(s) shall be solely liable for all costs of defense and for all expenses, fees, judgments, settlements and all other costs arising out of such claims, lawsuits, or liabilities.

Signature(s) of Applicant(s)

(Print Name)

(Print Name)

SUBSCRIBED AND SWORN TO before me
this ____ day of _____, 20 ____.

SUBSCRIBED AND SWORN TO before me
this ____ day of _____, 20 ____.

SIGN & SEAL HERE

SIGN & SEAL HERE

(Notary Public)

(Notary Public)

*** OFFICE USE ONLY ***

Approval & Routing	
Administration (Village Manager's Office) Waiver of Fee (if the event is for a not for profit organization, please submit a document to the Village Manager requesting a waiver of the permit fees)	<input type="checkbox"/>
Finance	<input type="checkbox"/>
Village Board, if applicable	<input type="checkbox"/>
Planning Services Division	<input type="checkbox"/>
Building Division	<input type="checkbox"/>
Fire / EMS	<input type="checkbox"/>
Police Department	<input type="checkbox"/>
Public Works	<input type="checkbox"/>
DuPage Health Department, if applicable	<input type="checkbox"/>
Conditions:	
Permit Number:	
Required Inspections:	Building <input type="checkbox"/> Electric <input type="checkbox"/> Fire <input type="checkbox"/>
Cash Bonds:	
Cash bonds to be submitted in the amount of \$500.00 for a temporary event of three (3) days or less or \$1,000.00 for a temporary event of more than three (3) days to ensure that no damage will be done to the street, sewers, trees, or adjoining property. Any applicant whose place of business or operation is located within the corporate limits of the Village and whose application discloses that such applicant will sponsor and/or operate the temporary event, shall be exempt from the cash bond requirement.	
Fees:	
	\$50.00 Per Day
	\$20.00 Per Week (For Seasonal Outdoor Garden Sales)
	\$150.00 Per Day for the first fifteen (15) attractions, plus \$10.00 per day for each additional attraction.
	\$0.00 (Check Here if Waiver of Application Fee Requested)

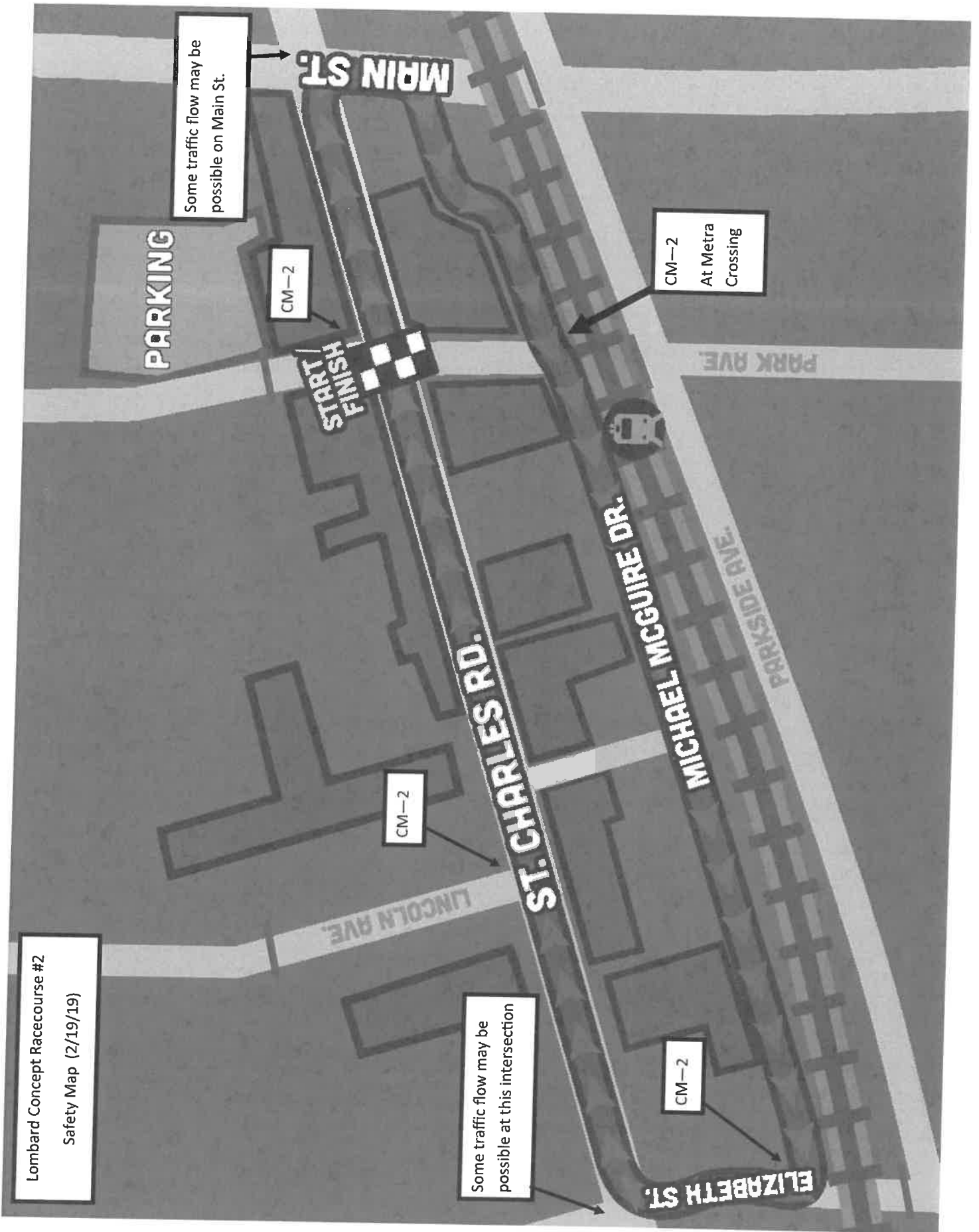
255 E. Wilson Avenue
Lombard, IL 60148

Tel: (630) 620-5750
Fax: (630) 629-2374

Application for event shall be submitted at least twenty (20) days prior to date of opening to the public. If inspections cannot be conducted during the course of regular business hours (Monday - Friday 8:00 AM - 4:30 PM), after hour inspection fees will be assessed per Section 150.141.

Lombard Concept Racecourse #2

Safety Map (2/19/19)



Some traffic flow may be possible on Main St.

CM-2

START/ FINISH

CM-2
At Metra
Crossing

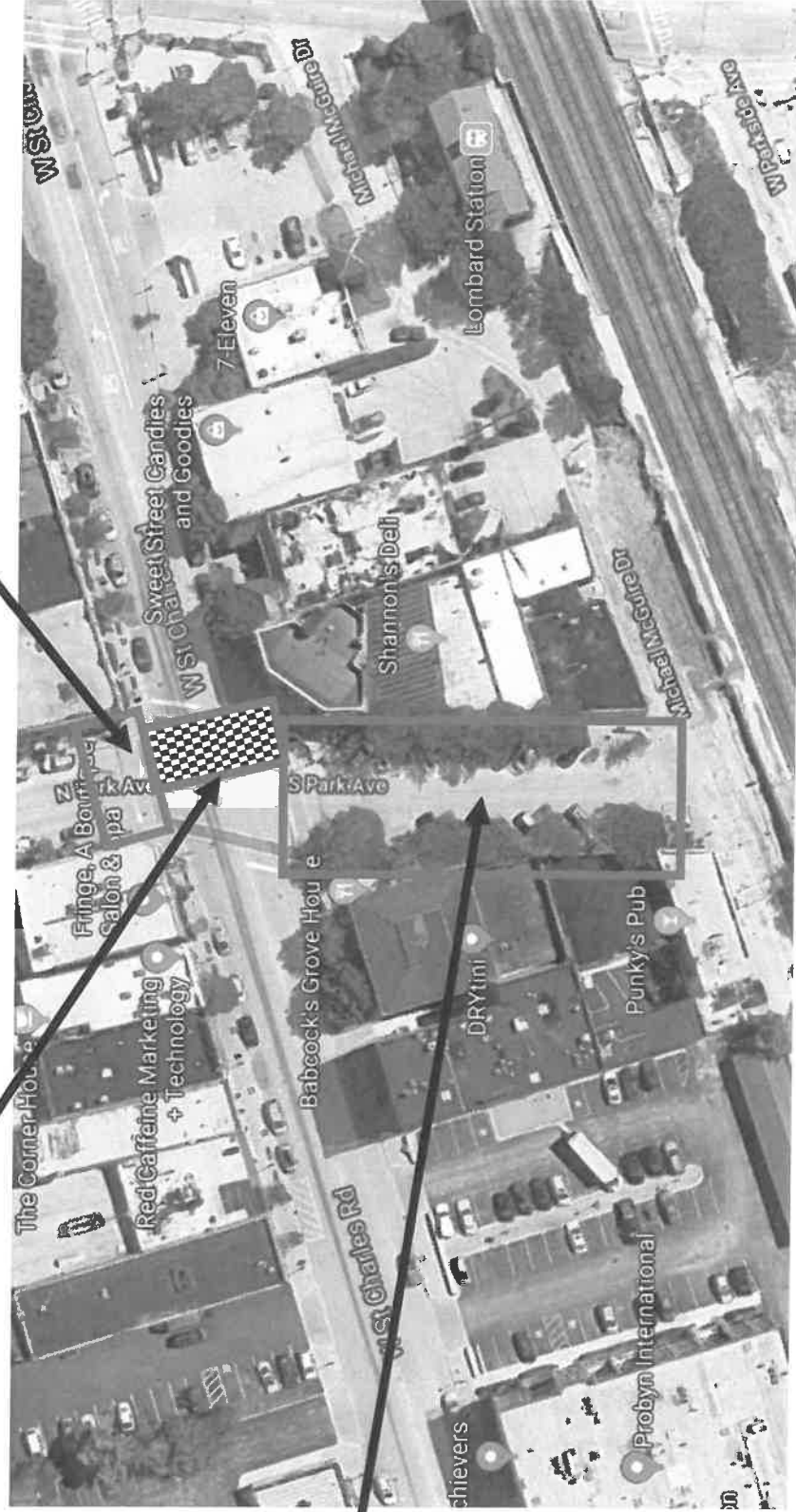
CM-2

Some traffic flow may be possible at this intersection

CM-2

Stage Area
-Music and PA
-Electricity Request/Generator

Start/Finish Line



Expo Area:

- Temporary tents
- Vendors
- Garbage receptacles
- Port-a-lets

DRAFT as of 2/21/19



Intelligentsia Cup
(Prairie State Cycling Series, LLC)
2019 Emergency Action Plan

The Lombard Tour de Lilac

Presented by

The DuPage Convention & Visitors Bureau

[working title of event – subject to change]

Lombard, IL
July 23, 2019



Contents

Emergency Action Plan

Severe Weather Policy

Public Awareness

Assessment of Tour of Lake Ellyn

Emergency Action Plan

An emergency situation may arise during the *Lombard Tour de Lilac* cycling event and this is an outline covering how to manage those situations. The race-assigned phones/radios will be the primary form of communication between race staff, course marshals, medicals staff, and community officials (police and fire departments if present at the race location).

Emergency Action Plan Personnel – *Lombard Tour de Lilac*

Illinois Bone & Joint Inst. (IBJI) first aid staff

Superior Ambulance – on standby [or Village EMTs – TBD]

Course Marshalls

Official Race Staff (including USA Cycling race officials)

Village of Lombard Police and Fire Officers

Roles of the Emergency Staff Personnel:

IBJ first aid staff: Assess injury or illness of individual and treat the minor scrapes and bruises that go along with bike racing (providing basic first aid, wound care, etc.), as well as evaluating/handling any major injuries that might occur and determine if more medical care is needed which may include contacting [Superior Ambulance][Village EMTs] for medical attention and/or transport.

Course Marshalls: Alert Chief Referee and medical staff of an injury/accident via the radio communications and determine appropriate action with respect to on going race status. Course Marshalls will also be assigned to intersections and course crossings for crowd control and safety during the bike races (see diagram on last page for course marshal stations).



Official Race Staff: Help direct crowd control in the event of a significant emergency situation.

Basic guidelines for Emergency Team:

Immediate care of athlete: Most qualified individual on the scene should provide direct acute care.

Life threatening: IBI first aid staff and/or [Superior Ambulance][Village EMTs]: provides immediate care i.e. CPR, spinal stabilization, control severe bleeding, etc

Orthopedic: IBI first aid staff and/or [Superior Ambulance][Village EMTs]: to assess severity of injury and appropriate transport method i.e. ambulance, transport via cart to first aid tent, athlete able to walk, etc

General medical: First aid tent – located near start/finish line (St. Charles Rd. and Park Ave.)

EMT Activation: This should be done as soon as the situation is deemed life threatening in any emergency situation. Either medical staff person or Race official should make the call to [Superior Ambulance][Village EMTs]. The person calling needs to remain calm and have the following information:

- Patients name, caller’s name, phone #, location
- Severity of injuries, # of people involved
- What care is being provided
- Instructions to reach the scene

The communication to EMT will be made by cellular phone or race radio. Once the call is made either a medical staff person or race staff person needs to meet the emergency medical staff at the designated location. **Note: under no circumstances should EMT personnel or ambulance enter onto the racecourse without first consulting with the USA Cycling Chief Referee to make sure the bike race has been “neutralized” (ie, stopped) and any such vehicles on the racecourse should travel in the same direction as the racers – ie, in a clockwise direction.**

Emergency Communication Equipment:

The main form of communication will be race-assigned radios and cellular phones and at each venue will be checked for level of reception/signal.



Emergency Equipment: Emergency equipment such as splints, slings, crutches, etc. will be kept in the first aid tent located near start/finish line (St. Charles Rd. and Park Ave.)

Spectators, Media, Family Members: Event staff will maintain spectators at a distance to allow medical staff to provide care and emergency medical personnel access to the location. Sports information/marketing personnel will direct media to an appropriate site until a statement is available. Event officials will escort family members to a private area until medical staff is able to communicate the plan of care and give information about the incident.

Overall: The importance of being properly prepared cannot be stressed enough to insure the best possible care for a rider in the event of an emergency.

Severe Weather Policy

Lightening/Tornado:

The Official Race Staff in consultation with the Village of Lombard Police Department and/or Fire Department will help to monitor weather conditions and weather alerts that may arise primarily through the use of smart phone technology. The Official Race Staff will keep the Course Marshalls informed of the weather conditions/alerts. The Official Race Staff in consultation with the Police and/or Fire Department will make the determination as to the race being delayed, postponed, etc.

In the event of a weather interruption, the Official Race Staff will work with the race announcers and Course Marshals to notify riders and spectators of the situation.

Emergency evacuation location: TBD

Lombard Tour de Lilac – Lombard, IL – July 23, 2019

Event Medical Staff:

Illinois Bone & Joint first aid staff and [Superior Ambulance][Village EMTs]

Coverage times: 9:30 am to 8:30 pm

Event First Aid Tent

Located near start/finish line (St. Charles Rd. and Park Ave.)

Vehicle for Medical Staff:

_____ TBD



Emergency Medical Personnel/Transport:

Lombard Fire Department

Located at 50 E. St. Charles Rd. approx. 0.2 miles from the race Start/Finish area and access to all areas of the racecourse via streets that intersect the course.

Nearest Hospital:

Tel _____

Located approx. _____ () miles from the Race Course. Drive _____.

Important Numbers: *

Lombard Ambulance

911

Police – Lombard

Emergency 911.

Non-Emergency (630) 873-4400



The Lombard Tour de Lilac
Lombard, IL
July 23, 2019
Day-of Contact Sheet/Race Schedule

<u>Name</u>	<u>Title/Affiliation</u>	<u>Cell Phone</u>
	<u>Local Bike Race Staff</u>	
Justin Roach	Local Race Organizer/DuPage Convention & Visitors Bureau	630-277-3953
	Local Race Organizer	
	<u>Village of Lombard</u>	
Nicole Aranas	Assistant Village Manager	
	<u>Race Organizers</u>	
Marc "Marco" Colbert	Executive Director, PSCS LLC	847-644-0277
Tom Schuler	Prairie State Cycling Series, LLC	414-899-9048
Mark Zalewski	PSCS/Marketing Director	630-890-0209
Andrew Frey	PSCS Crew Chief	513-807-5385
Beth Rice	PSCS Stage Manager	908-887-3739
	PSCS Asst. Stage Manager	
	<u>USA Cycling Race Officials</u>	
Steeve Feehery	Chief Referee, USA Cycling	708-906-6329
	<u>LombardPolice/Fire Depts.</u>	
TBD		
TBD		
	<u>Illinois Bone & Joint Inst. (First Aid)</u>	
TBD	Athletic Trainer	
	<u>[Superior Ambulance][Village EMTs]</u>	
	<u>[Standby ambulance][EMTs] on-site</u>	

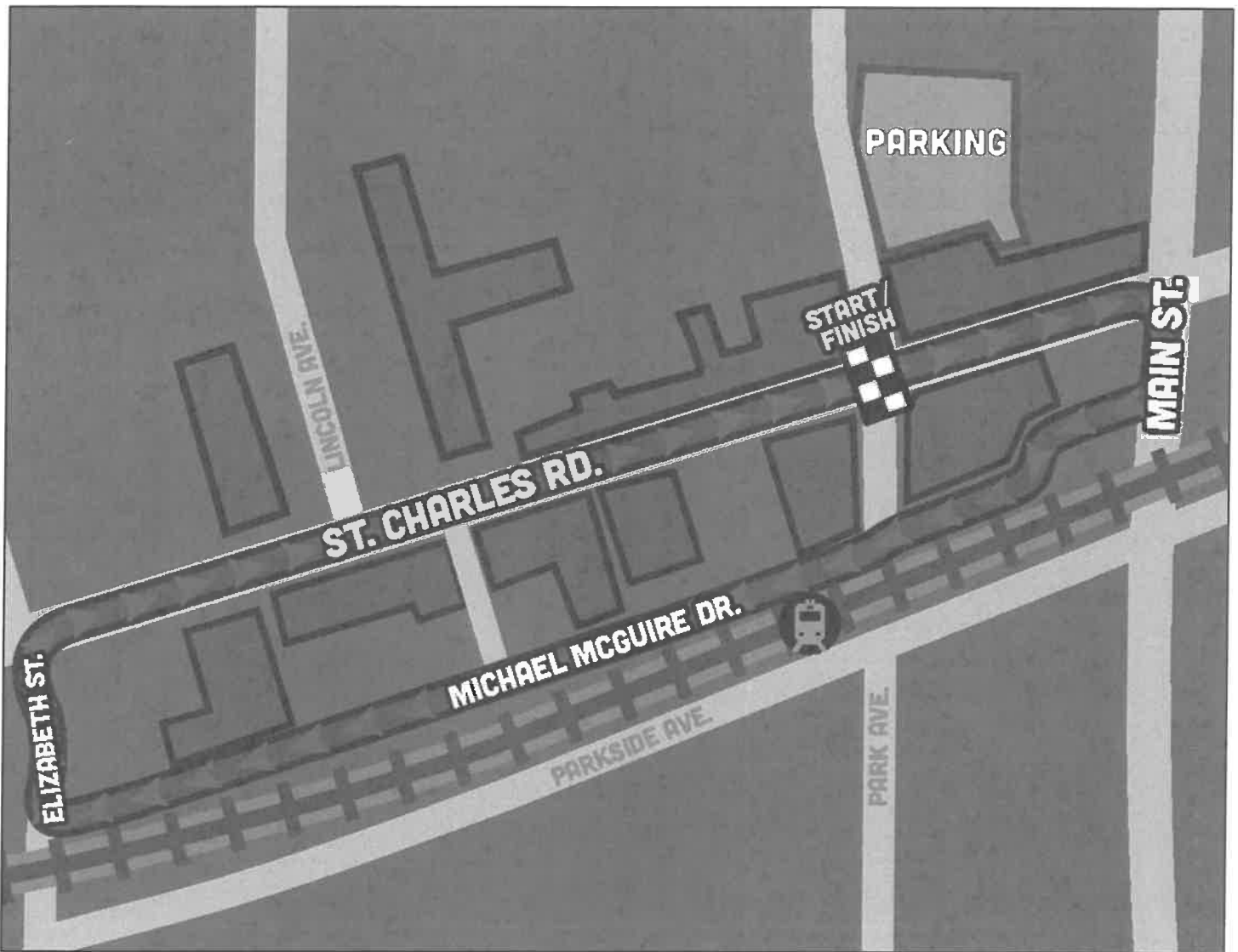


The Lombard Tour de Lilac Race Schedule - TBD

Category	Start	Distance

Lombard Tour de Lilac – Public Safety Diagram

(pending)





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
06/14/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Fairly Consulting Group, LLC 1800 S. Washington, Suite 400 Amarillo, TX 79102	CONTACT NAME: Fairly Group Certificates		
	PHONE (A/C, No, Ext): (806) 376-4761	FAX (A/C, No): (806) 337-1859	
	E-MAIL ADDRESS: certs@fairlygroup.com		
INSURED USA Cycling, Inc. 210 USA Cycling Point, Suite 100 Colorado Springs, CO 80919	INSURER(S) AFFORDING COVERAGE		NAIC #
	INSURER A : Lexington Insurance Company		19437
	INSURER B : Everest National Insurance Company		10120
	INSURER C :		
	INSURER D :		
	INSURER E :		
INSURER F :			

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY			015375404	12/31/2017	12/31/2018	EACH OCCURRENCE \$ 1,000,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	<input checked="" type="checkbox"/>					DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						MED EXP (Any one person) \$ Excluded
	<input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						PERSONAL & ADV INJURY \$ 1,000,000
	<input checked="" type="checkbox"/> OTHER: Per Event						GENERAL AGGREGATE \$ 3,000,000
	AUTOMOBILE LIABILITY						PRODUCTS - COMP/OP AGG \$ 2,000,000
	<input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> HIRED AUTOS ONLY						BODILY INJURY (Per person) \$
	<input type="checkbox"/> SCHEDULED AUTOS						BODILY INJURY (Per accident) \$
	<input type="checkbox"/> NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident) \$
B	<input type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR			S18EX00584-171	12/31/2017	12/31/2018	EACH OCCURRENCE \$ 4,000,000
	<input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE	<input checked="" type="checkbox"/>					AGGREGATE \$
	DED RETENTION \$						Gen. Aggregate \$ 4,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PER STATUTE OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/>	N/A				E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE \$
							E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Job 2018-598

Endorsement LEXDOC021 (LX0404) SCHEDULE OF NAMED INSUREDS: Event Organizers and/or Promoters are Named Insureds. It shall be a condition of coverage that all organizers/promoters for whom coverage is afforded under this policy execute a USAC Event Permit Application and coverage will be afforded only for the specific event and date on the permit.

The General Liability policy includes a blanket automatic additional insured endorsement that provides additional insured status to the certificate holder only when there is a written contract between a named insured and the certificate holder that requires such status. Please see attached endorsement LX4309 SEE ATTACHED ACORD 101

CERTIFICATE HOLDER	CANCELLATION
City of Elmhurst, Illinois 209 N. York St. Elmhurst, IL 60126	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE



ADDITIONAL REMARKS SCHEDULE

AGENCY Fairly Consulting Group, LLC		NAMED INSURED USA Cycling, Inc. 210 USA Cycling Point, Suite 100 Colorado Springs, CO 80919	
POLICY NUMBER SEE PAGE 1			
CARRIER SEE PAGE 1	NAIC CODE SEE P 1	EFFECTIVE DATE: SEE PAGE 1	

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
 FORM NUMBER: **ACORD 25** FORM TITLE: **Certificate of Liability Insurance**

Description of Operations/Locations/Vehicles:
(06/14) - Additional Insured - Designated Person or Organization.

Event Number: 2018-598
Event Name: Intelligentsia Cup
Event Location: Chicago and suburbs, IL
Event Date(s): 07/20/2018 - 07/29/2018
Includes Kids Fun Ride

ENDORSEMENT # 006

This endorsement, effective 12:01 AM 12/31/2017

Forms a part of policy no.: 015375404

Issued to: USA CYCLING, INC.

By: LEXINGTON INSURANCE COMPANY

ADDITIONAL INSURED - DESIGNATED PERSON OR ORGANIZATION

(Based on CG2026 04/13)

This endorsement modifies insurance provided by the following:

COMMERCIAL GENERAL LIABILITY POLICY

SCHEDULE

Name of Additional Insured Person(s) or Organization(s)

AS REQUIRED BY WRITTEN CONTRACT

Information required to complete this Schedule, if not shown above, will be shown in the Declarations

A. Section II - Who Is An Insured is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

1. In the performance of your ongoing operations; or
2. In connection with your premises owned by or rented to you.

However:

1. The insurance afforded to such additional insured only applies to the extent permitted by law; and
2. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

B. With respect to the insurance afforded to these additional insureds, the following is added to **Section III - Limits Of Insurance:**

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

1. Required by the contract or agreement; or

2. Available under the applicable Limits of Insurance shown in the Declarations;
whichever is less.

This endorsement shall not increase the applicable Limits of Insurance shown in the Declarations

All other terms and conditions of the policy remain the same.

A handwritten signature in black ink, appearing to be 'J.R. B.', written over a horizontal line.

Authorized Representative



PRAIR24

OP ID: CY

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
06/15/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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PRODUCER McClone - Sheboygan 1807 Erie Avenue Sheboygan, WI 53081 Mark McCabe, CPCU	920-458-6174	CONTACT NAME: Jarred C. Donlon, ACSR PHONE (A/C, No, Ext): 920-458-6174 FAX (A/C, No): 920-726-3233 E-MAIL ADDRESS: jarred.donlon@mcclone.com	
	INSURER(S) AFFORDING COVERAGE INSURER A : West Bend Mutual Insurance Co.		NAIC # 15350
INSURED Prairie State Cycling Series, LLC 22 Plymouth Ct Lincolnshire, IL 60069			
INSURER B :		INSURER C :	
INSURER D :		INSURER E :	
INSURER F :			

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

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NSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X		2052227	12/01/2017	12/01/2018	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ EXCLUDE PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$ 0			2052227	12/01/2017	12/01/2018	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000 \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N N/A If yes, describe under DESCRIPTION OF OPERATIONS below						PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Certificate holder is added as an additional insured with respect to General Liability per form WB1890 when required by written contract.

CERTIFICATE HOLDER

CANCELLATION

ELMCIT1

CITY OF ELMHURST, ILLINOIS
209 N YORK ST
ELMHURST, IL 60126

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
Mark McCabe, CPCU