

VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM

GENERAL INFORMATION

Organization:	DuPage Convention & Visitors Bureau DuPage Sports Commission		
Name of event:	Lombard Cycling Classic		
Date of event:	7/20/2021	Event location:	In downtown Lombard (exact location TBD)
Contact person:	Marco Colbert	Title:	Exec. Director
Business address:	36971 S. Golf Course Dr.	City & Zip	Tucson, AZ 85739
Telephone:	847-644-0277	Email:	marccolbert@comcast.net

PROJECT OVERVIEW

Total cost of the project:	\$34,000
Cost of city services requested in this application (if any):	\$TBD (*)
Total funding requested in this application: (*) (net of city services)	\$7,000
Percent of total project cost being requested:	20%
Anticipated attendance:	2500 in year 2
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:

<p>The second year of an 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 and Internationally if Covid-19 mitigation allow in July 2021. 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 2021. See www.IntelligentsiaCup.com</p>
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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 was the first year. The event planned for 2020 was cancelled due to Covid-19.
Number of years the project has been supported by Village of Lombard funds:	1
How many years does the organization anticipate it will request grant funding?	2-3 years

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 60+ 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. In 2021, the communities of Winfield and Mundelein will join the series.

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 an event on Monday or Tuesday in the 2021 Intelligentsia Cup series will be \$8,000 (the race fee is higher for other days of the week). The funding requested in this application will cover the 2021 race fee for an event in Lombard.

Typically, the LOC raises funding through local sponsorships. Prairie State intends to partner with the DuPage CVB DuPage Sports Commission 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 the third or fourth year 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 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*
- (*) – the LOC will often partner with a local charity.
- Have you requested grant funding in the past? Yes
- If yes, provide grant awards for past 5 years:

2019 - \$7,000 grant plus city services

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

The "Lombard Cycling Classic" would continue to 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. We propose to use the same racecourse as the one very successfully used in 2019. 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 in 2019 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)?

Our attendance may not increase in 2021 due to the current pandemic & Illinois mitigation process. But we are excited to have it return and are hopeful for many more years of increased attendance.

LOCATION

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

Attached is a diagram of the racecourse used in 2019 and this course is proposed again for use in 2021. 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, 2021 but sooner would be preferred. Prairie State wishes to publicly announce all its 2021 venues around March 1, 2021.
2. Confirm that all necessary event permits, and similar permissions have been granted or assured by the Village of Lombard and relevant departments (Police Dept., Fire Dept., etc.) – by April 1, 2021 or earlier if possible.
3. The DCVB will be responsible to obtain and manage enough volunteers to act as “course marshals” for the 2021 event.
4. On or around April 15, 2021, Prairie State will assess the situation relating to the health risk associated with Covid-19 and any restrictions on outdoor athletic events that may be in effect at that time. If an unacceptable health risk still exists, or if restrictions on outdoor athletic events are unlikely to be lifted, then Prairie State will consult with its partners and decide whether to move forward with the series or cancel the 2021 season. Prairie State intends to implement a COVID-19 mitigation plan that is appropriate for the conditions that exist when the event happens.
5. In the event that Promoter or LOC determines or is required to cancel the Races due to the Covid-19 emergency impacting health and public gatherings, such Party shall immediately notify the other Party of such cancellation. Promptly after such cancellation Promoter shall return any funds received from LOC under this [Race Agreement] less an amount equal to 12% of the Sponsorship Fee which shall be retained by Promoter for its operating expenses incurred in preparation for the Races. Promoter and LOC agree to consult on an ongoing basis regarding the impact of Covid-19 on the Races. Promoter intends to assess the circumstances relating to Covid-19, and make a decision, no later than 60 days prior to the first day of the 2021 Series.

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 2021 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 2021 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?

In the past, more than half of the Intelligentsia Cup racers come from outside of Illinois. Normally, 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 the series. Because of Covid-19, however, the 2021 season may be atypical, but we are hopeful that things will return to normal by 2022.

- 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.

In 2019, the Intelligentsia Cup was the largest road racing series in the country (based on number of entries). In 2019, we averaged around 600 racers per full-day venue. Additionally, depending on the level of publicity given to the event in Lombard, we can anticipate 2000+ spectators in the second 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 (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 fund or otherwise implement the project (including in-kind donations).

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

- 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

DCVB will take responsibility for local marketing/PR/social media and will work with the Village of Lombard's marketing/communications department to promote the event.

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. For purposes of this application, Prairie State commits to utilize a hotel in Lombard for at least half of its 2021 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:	1/28/21

Signature: Marco Colbert

Attachments:

- A. Detailed Budget
- B. Bios of Principal Staff of Prairie State Cycling Series
- C. 2021 Lombard Racecourse

**LOCAL TOURISM GRANT PROGRAM
DETAILED BUDGET**

Event: Lombard Cycling Classic(working title) Date: July 20, 2021

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 2018	ACTUAL 2019	ANTICIPATED
Lombard Tourism Grant	\$0	\$7,000	\$7,000
LOC income	\$7,000	\$0	\$0
Racer entry fee income	\$16,600	\$22,616	\$20,000
Series sponsor income	\$8,300	\$8,229	\$8,000
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	\$31,900	\$37,845	\$35,000

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

ITEMIZED EXPENSES	ACTUAL 2018	ACTUAL 2019	ANTICIPATED
Staff/event expenses	\$16,600	\$18,142	\$18,500
Prize money to racers	\$6,700	\$6,634	\$6,000
Other operating expenses	\$5,600	\$6,501	\$7,000
Insurance	\$2,000	\$2,582	\$2,500
Total Expenses	\$30,900	\$33,859	\$34,000

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 2018	ACTUAL 2019	ANTICIPATED
Estimated value of in-kind contributions (explain)	\$0	An amount for city services sufficient so that the net tourism grant equals \$7,000	An amount for city services sufficient so that the net tourism grant equals \$7,000

Village of Lombard
Attn: Local Tourism Grant Committee
January 28, 2021

Dear Committee Members,

In an effort to grow the sports tourism market in DuPage County, the DuPage Convention & Visitors Bureau (DCVB) and the DuPage Sports Commission (DSC) 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 continue the 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 events' 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.

The Lombard Cycling Classic was successfully held for the first time in 2019. In fact, the success of the event exceeded our expectations. The event was planned again for 2020 but it was interrupted by the Covid-19 pandemic. We are submitting this application on the optimistic assumption that by the summer, the State of Illinois and other authorities will again allow outdoor athletic events such as this one by reason of the broad administration of COVID-19 vaccines and other measures.

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 again in 2021.

Sincerely,

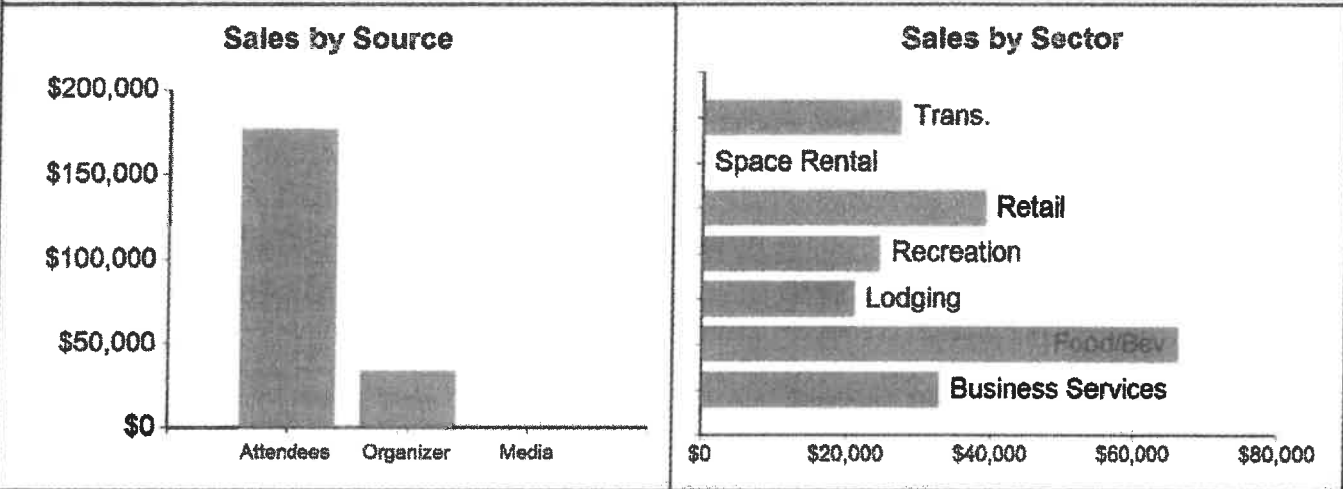
Angela Rauen
Market Manager
DuPage Convention & Visitors Bureau
DuPage Sports Commission

Event Impact Summary

Destination: DUPAGE CONVENTION & VISITOR BUREAU

Event Parameters		Key Results	
Event Name:	Lombard Cycling Classic - Intelligentsia Cup Chicago	Business Sales (Direct):	\$211,165
Organization:	Prairie State Cycling Series, LLC	Business Sales (Total):	\$371,132
Event Type:	Youth Amateur	Jobs Supported (Direct):	57
Start Date:	7/19/2019	Jobs Supported (Total):	70
End Date:	7/23/2019	Local Taxes (Total):	\$3,986
Overnight Attendees:	150	Net Direct Tax ROI:	\$3,268
Day Attendees:	1350	Estimated Room Demand:	212

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$20,999	\$0	\$0	\$20,999
Transportation	\$26,194	\$1,064	\$42	\$27,300
Food & Beverage	\$66,367	\$0	\$0	\$66,367
Retail	\$39,135	\$0	\$0	\$39,135
Recreation	\$24,546	\$0	\$0	\$24,546
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$32,795	\$24	\$32,819
TOTAL	\$177,241	\$33,859	\$65	\$211,165

Cycling Returns to Lombard!

When: July 23 from 10am - 8:30pm
Where: Downtown Lombard (start and finish line near Babcock's Grove House)

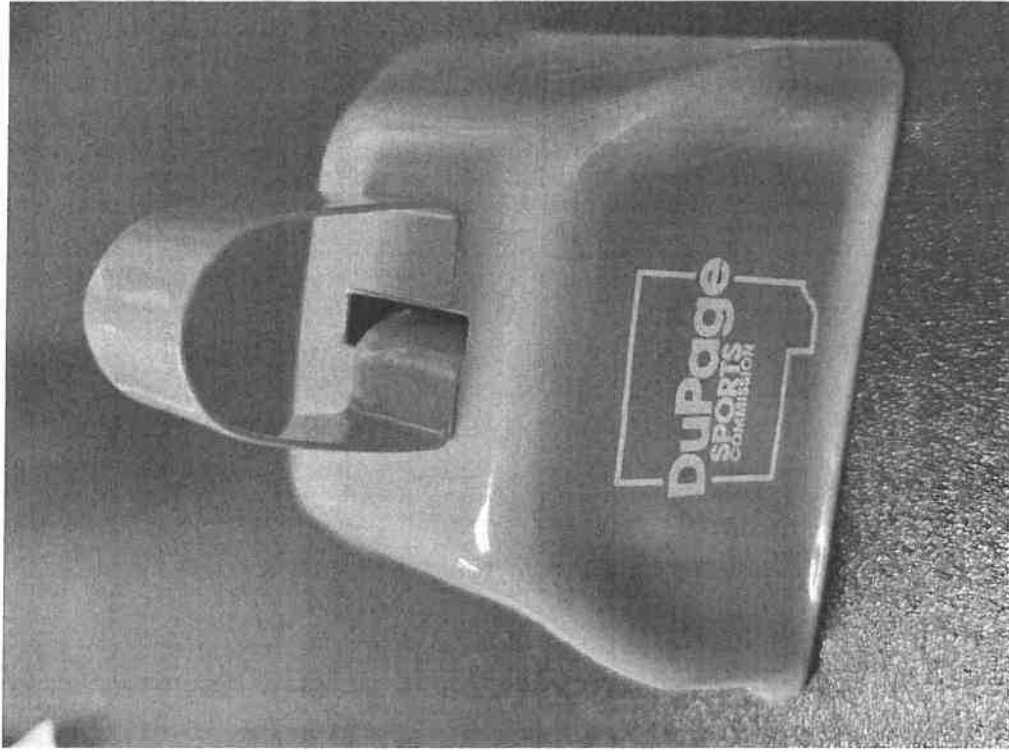
The inaugural Lombard Cycling Classic is a one-day, all-day, event expected to bring hundreds of cyclists to Lombard from around the world to compete.

Come out and see the fastest men and women on bikes in the country. Kids race begins at 6:15 pm following by the professional race at 6:45 pm!

Bring this cowbell to the start/finish line and cheer on cyclists from around the world at the Lombard Cycling Classic!

More info & Full Schedule:

DuPageSportsCommission.com/LombardCyclingClassic

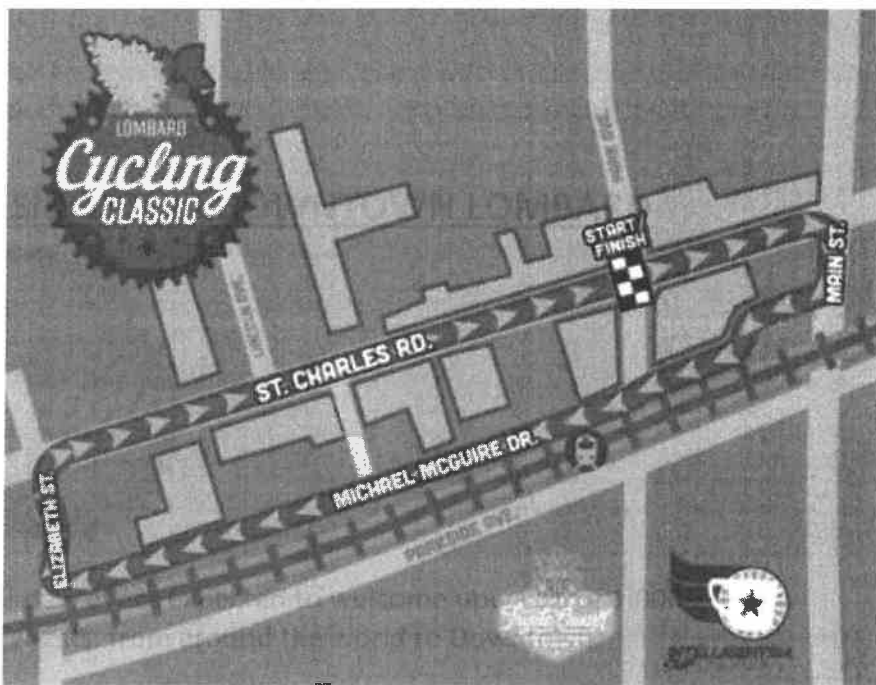


NOTICE to BUSINESSES and RESIDENTS of DOWNTOWN LOMBARD



The **Lombard Cycling Classic** is a one-day, all-day, event expected to welcome upwards of 1,000 amateur and professional cyclists, and their guests, from around the world to Downtown Lombard on **July 23, 2019**.

The Race Course: Located in the downtown area, the course will utilize St. Charles Road from Elizabeth St. to Main St. and also Michael McGuire Dr. to complete a circular course. **No vehicle access will be allowed on the course, or to leave the course, beginning at 4:00am on Tuesday (July 23) until the event has concluded around 8:30pm, and public safety officials approve reopening the roads.** Residents and businesses parking that is only accessible by St. Charles Road should plan to use alternative parking. See reverse side for details and options available.



Businesses requiring access from St. Charles or Michael McGuire Drive should **postpone** any deliveries to alternative days in the week. Delivery vehicles will **not** be allowed within the course once the race begins.

We welcome you to come out and experience the excitement of the Lombard Cycling Classic! This is an admission free event.

More information can be found at DuPageSportsCommission.com/LombardCyclingClassic

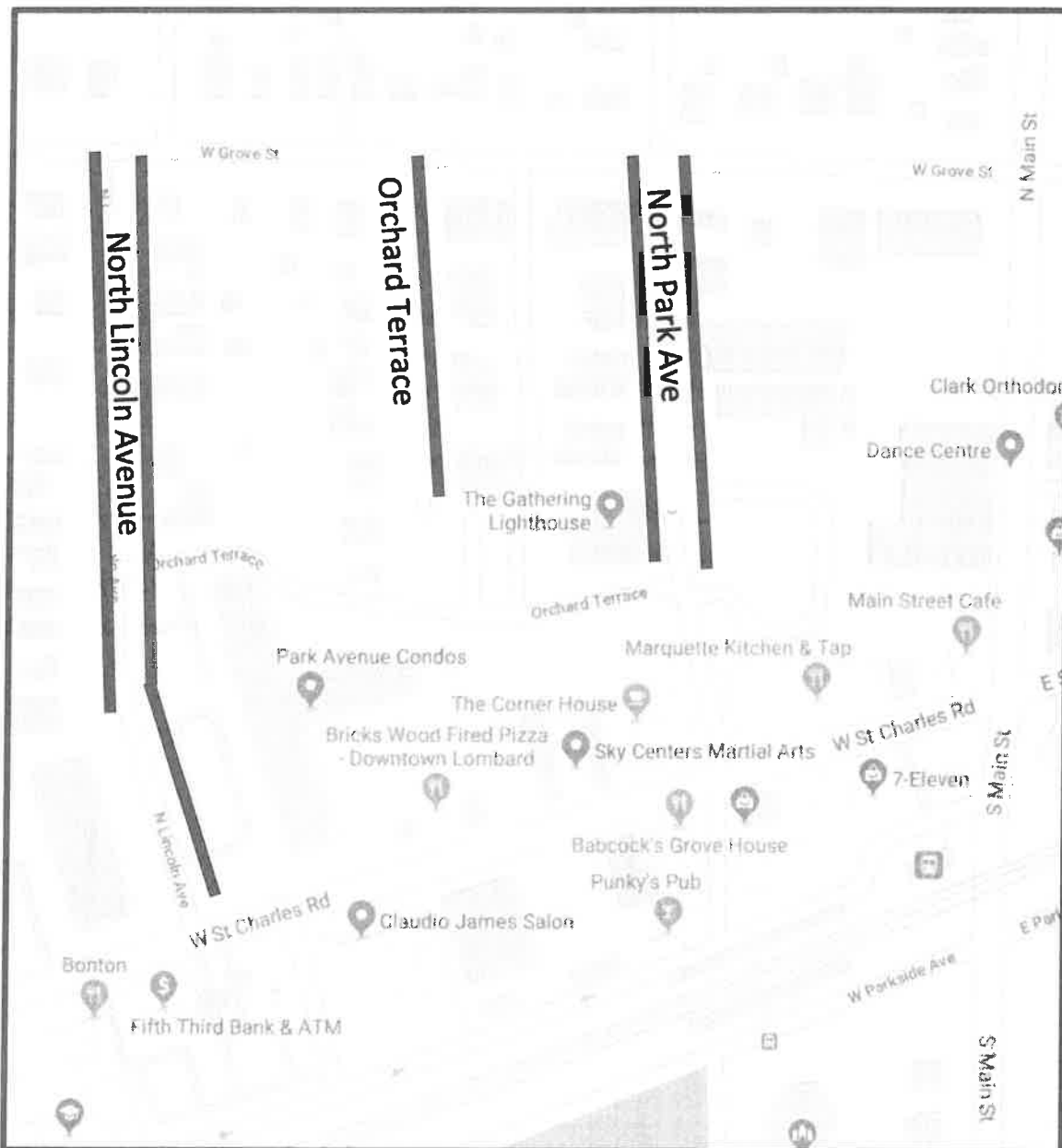
Questions or Concerns?

Contact Justin Roach, DuPage Convention & Visitors Bureau at Justin@DiscoverDuPage.com / 630-277-3953

NOTICE to BUSINESSES and RESIDENTS of DOWNTOWN LOMBARD

Parking Instructions: Hourly parking restrictions on North Lincoln Ave, Orchard Terrace, and North Park Avenue will be removed, allowing parking to begin Monday night and throughout the day on Tuesday for residents and businesses. Along the course there will be several designated crossing points throughout the day which will be marshaled by race staff. Suggested areas to park are noted in purple in the map below. **Parking is only allowed in normal designated hourly parking spaces.**

Event staff will offer a golf cart shuttle to residents or business employees needing assistance to/from their alternative parking site on Tuesday. This will be provided on a first come first serve basis. If you will need shuttle support, it is best to pre-arrange those needs with Justin at the DuPage Convention & Visitors Bureau.



Questions or Concerns?

Contact Justin Roach, DuPage Convention & Visitors Bureau at Justin@DiscoverDuPage.com / 630-277-3953

NOTICE to LOMBARD METRA COMMUTERS



The **Lombard Cycling Classic** is a one-day, all-day, criterium cycling event expected to welcome upwards of 1,000 amateur and professional cyclists, and their guests, from around the world to Downtown Lombard on **July 23, 2019**.

The Race Course: No vehicle access will be allowed on the course, or to leave the course, beginning at **4:00am** on Tuesday (July 23) until the event has concluded around **8:30pm**, and public safety officials approve reopening of the roads.

Commuter parking spaces along Michael McGuire Drive will **NOT** be available for use on July 23. Alternative commuter spots have been reserved at **St. John's Evangelical Lutheran Church at 215 S. Lincoln St, Lombard** (just south of Lilacia Park). **Parking is permitted in their parking lot only. Parking is NOT permitted along parking spots on S Lincoln St.**

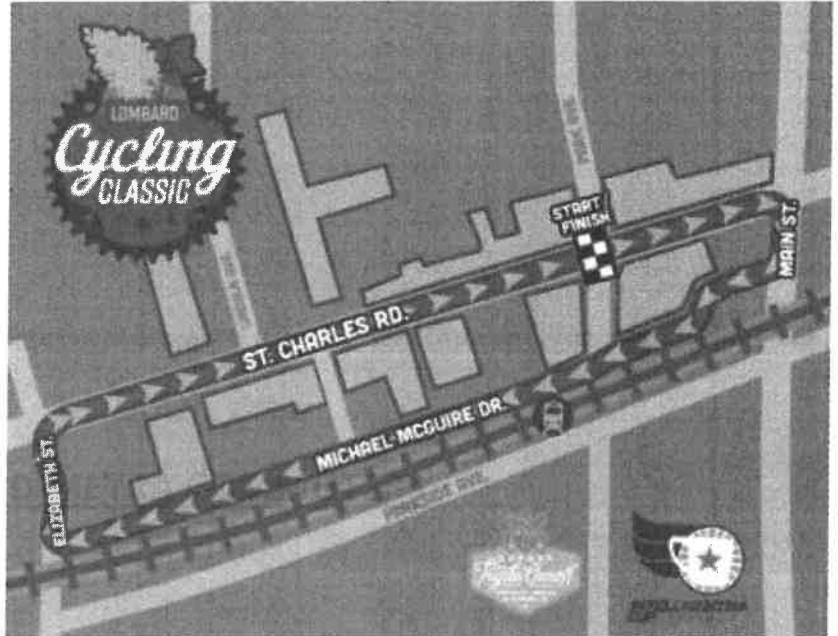
Commuters are asked to plan their day accordingly, particularly in the morning with alternative parking, and to allow additional time to avoid disruption to their schedule. Alternatively, commuters should consider substituting their Metra stop on the day of the race.

This is a spectator and admission free family-friendly event.
Kids Race begins at 6:15 pm (see reverse side for details)!

Contact:

DuPage Convention & Visitors Bureau

Justin Roach, Justin@DiscoverDuPage.com /630-575-8070 x207



NOTICE to LOMBARD METRA COMMUTERS

Lombard Cycling Classic Kids Race

Presented by the DuPage Sports Commission

The Lombard Cycling Classic is a one-day, all-day, event expected to welcome upwards of 1,000 amateur and professional cyclists, and their guests, from around the world to Downtown Lombard on **July 23, 2019**.

At **6:15 pm** Tuesday, July 23, the Lombard Cycling Classic will feature a **Kids Race for ages 9 and under**. Kids will be able to ride their bikes down St. Charles Road, safe and free of cars, just like the professionals. Participants will also receive an official race bib. Registration is **FREE** and a signed waiver and helmet is required to participate.

Things to remember about the Kids Race:

- Arrive no later than 6:00 pm for a 6:15 pm race start
- Allow for additional time to register/Submit a signed form prior to race
- The Kids Race is a **FREE** event
- Helmet is required
- Have **FUN!**

**Register for the Kids Race at
DuPageSportsCommission.com/LombardCyclingClassic**

This is a spectator and admission free family-friendly event.

Bring the kids out to see the fastest men and women on bikes in the country and enjoy the Lombard Cycling Classic!



Contact:

DuPage Convention & Visitors Bureau

Justin Roach, Justin@DiscoverDuPage.com /630-575-8070 x207

NOTICE to KINDERCARE PARENTS



Lombard Cycling Classic & Kids Race

Presented by the DuPage Sports Commission

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Contact:

DuPage Convention & Visitors Bureau

Justin Roach, Justin@DiscoverDuPage.com /630-575-8070 x207

NOTICE to KINDERCARE PARENTS

The Race Course:

Located in the downtown area, the course will utilize St. Charles Road from Elizabeth St. to Main St. and also Michael McGuire Dr. to complete the course. The start/finish line will be located near local favorite Babcock's Grove House.

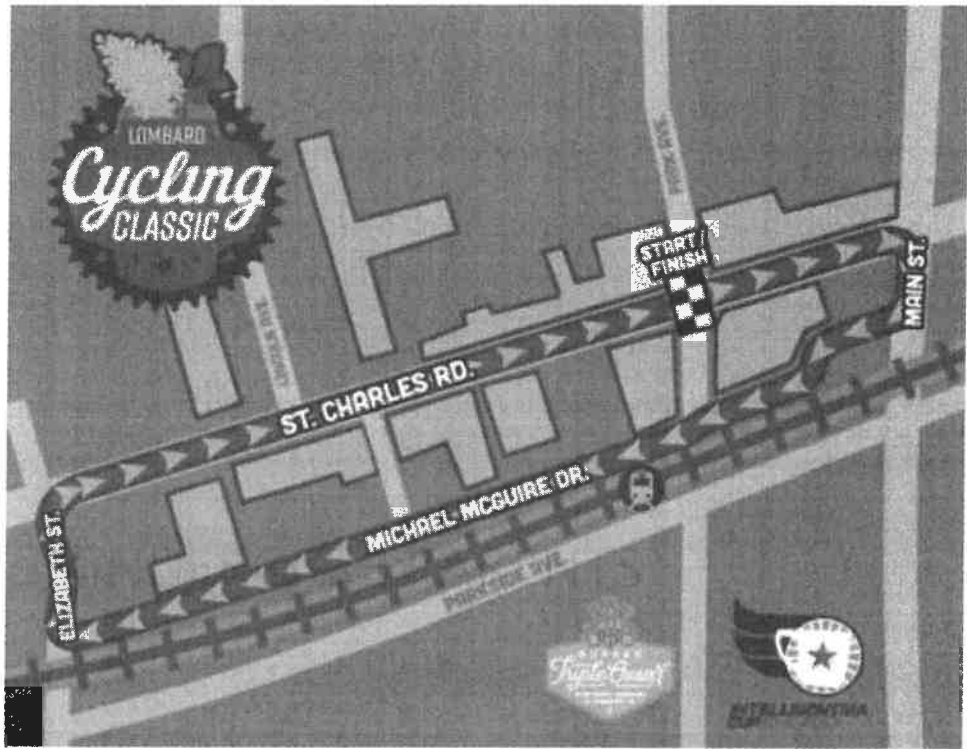
No vehicle access on indicated course roads will be allowed beginning at 4:00 am on Tuesday July 23. The course will be closed to all traffic until the event has concluded around 8:30pm.

When dropping off and picking up children, please approach from W. St. Charles Rd. and consider using the Walgreens located at 309 W St. Charles Rd for temporary parking. Please utilize the designated temporary parking lane, indicated in the diagram. There will be a marshaled crossing point for pedestrians on the course managed by race staff to assist, and a golf cart will be on standby for anyone needing additional shuttling support. Please note, you will only be able to access Walgreens from St. Charles Rd – Elizabeth St. will be completely closed. Additional parking can be utilized at the lot to the north of Kindercare – as noted in diagram.

Contact:

DuPage Convention & Visitors Bureau

Justin Roach, Justin@DiscoverDuPage.com /630-575-8070 x207





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, lived in Lincolnshire, IL for over 30 years and have just relocated to 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 Cycling news and VeloNews. He has worked on the communications and marketing side of the business with professional cycling teams, including Cannondale Pro Cycling, and events like the Intelligentsia Cup Series. Originally from Wheaton, IL he has lived in Chicago for twelve years and is a member of the Spidermonkey cycling club. Mark is an active racer in the Chicago area in both road and cyclocross.