

## **Janesville Town Square Grand Prix Frequently Asked Questions**

### The Event

**Q:** *What is the Janesville Town Square Grand Prix (JTSGP) presented by Blain's Farm and Fleet/Tour of America's Dairyland (ToAD) presented by Kwik Trip Stores?*

**A:** The JTSGP is a competitive bicycle criterium race that will be held on Thursday June 16, 2022 in downtown Janesville. The Janesville race is Day One of the larger ToAD eleven-stage bicycle series which has been staged in the Milwaukee area. Each stage (race) of the Tour is held on consecutive days in different Wisconsin communities. Each day features several competitions that cater to various skill levels, ending with races featuring the elite Pro 1/2 Women and Pro 1/2 Men. Each locale attempts to make its mark on racers and audience members alike with plenty of local flavor via food, drinks and other non-cycling entertainment from the local business districts. Each community is encouraged to create a festive atmosphere for the race they are hosting.

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

**A:** The purpose of ToAD, according to the promoters (who are former bicycle racers), is to promote bicycling in Wisconsin and provide a world-class competitive bicycling event in Wisconsin. The people behind the JTSGP are Paul Murphy – Chair, and John Westphal, Co-Chair. Murphy's and Westphal's motivation is that a) they are passionate about their hometown; b) they are strong supporters and promoters of revitalizing Janesville's downtown, specifically the ARISE project. They want to bring a signature event to downtown that will attract residents and visitors to our evolving downtown. Their goal is to create an event is so successful from the perspective of the downtown businesses, residents, spectators, racers, and the main promoter that this will become an annual event, and be a major part of the ToAD going forward.

The JTSGP/ToAD is a family-friendly event, never more so than during the mini-events that take place between the marquee races. The local sponsors intend to have events that will range from kids riding their tricycles, to adults riding big trikes, to costumed racers.

**Q:** *What is a criterium race?*

**A:** A criterium race is on a closed course with a single start/finish line. The race consists of numerous laps around the closed course, similar to auto racing. The races can consist of 25-minute races for the beginning amateurs to 90 minutes for the professional cyclists. The JTSGP course will be approximately .92 miles, with the best cyclists completing a lap in just two and a half minutes.

**Q:** *Why would the City allow the downtown to be shut down for a bicycle race?*

**A:** The City of Janesville, Forward Janesville, and Downtown Janesville, Inc. all support the event as it is a major event that showcases the evolving downtown Janesville. Infrastructure improvements that are being made through a public-private partnership between the City and Forward Janesville are designed to accommodate events just like the JTSGP.

**Q:** *Regarding the cyclists:*

- *Who are they?*
- *Why are they competing in the event, and how did they qualify?*
- *How many riders are there?*
- *Where are they from?*

**A:** In 2021, nearly 1,200 racers from more than 40 states and 6 countries participated in ToAD with an average of 450 racers daily. The racers are both amateurs and professionals. The amateurs will include boys and girls from the age of nine all the way up to adults over sixty years old. Amateurs are placed in different classifications, called 'Categories' (referred to as CAT for short), based on their previous race performances. Many are trying to improve their place-finish and advance to the next highest Category. Others are trying to catch on to a more competitive team. Some riders are racing solo, without a team. The professionals include everything from up and coming pros to those who have competed in the Tour de France or similar professional races.

**Q:** *How many spectators do you expect to draw?*

**A:** We are told that we can expect to draw 2500 to 4,000 spectators, mostly from the Janesville area. Visitors will include families of the racers and enthusiasts from within one hundred miles.

**Q:** *What is the course?*

**A:** The course is the famous "Dog Bone" Course. The course, start at Parker Dr to Court to Franklin t McKinley to Jackson to Court to Main to Milwaukee to Parker.

**Q:** *Will streets need to be shut down?*

**A:** Yes, portions of some streets will need to be completely shut down. The inside and outside perimeters of the course will be barricaded, and no vehicles will be allowed inside the course from 8:00 am to 9:00 pm on the day of the race. This is for the safety of the competitors. Volunteers will be located at many places around the course serving as course marshals and crossing guards, and will assist pedestrians to cross the course to access local businesses and move about the downtown.

**Q:** *Why is this event being held on a Tuesday?*

**A:** Thursday June 16, 2022 is the date that the ToAD promoters have given us to hold the Janesville stage of the race.

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

**A:** It is anticipated that the course will begin to be closed around 8:00AM on race day. Racing should take place throughout the day from Noon through 8:00PM, with tear down and cleanup taking place into the night.

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

**A:** This is the thirteenth year for the Tour of America's Dairyland. The Janesville sponsors are hoping that the Janesville Town Square Gran Prix intending on creating a signature event - the best managed, best attended, and most liked event of the Tour's stages – with the hope of bringing the event back to Janesville every year.

### Food & Drink

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

**A:** Food and beverage will be offered by the local downtown restaurants and bars and Food Trucks in the Festival Grounds area. The downtown brick and mortar stakeholders are the investors that will aid in making this event, and downtown Janesville, viable.

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

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

### Spectators

**Q:** *Is there an admission charge?*

**A:** No admission charge, this is a free, family-friendly event.

**Q:** *Is there an event program?*

**A:** The event program (race schedule) is being publicized on FaceBook and [www.janesvilletownsquaregranprix.com](http://www.janesvilletownsquaregranprix.com)

**Q:** *What does this event look like?*

**A:** Bicycle criterium racing has been compared to human powered NASCAR on two wheels. Since a picture (or video) is worth a thousand words, we encourage you to do an internet search for videos of "Tour of America's Dairyland" or "What is a bicycle criterium race?".

**Q:** *Where do I watch the event?*

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

**Q:** *Will this event be loud and noisy?*

**A:** These are bicycles, so we are not expecting too much noise. However, there is quite a "whoosh" and the sound of gears shifting, brakes squealing, and competitors hollering when they roll past you. The local sponsors are hoping to generate a festival-like atmosphere with music, and potentially a sound stage with bands.

**Q:** *Are there awards or prize money?*

**A:** Yes the racers do compete for lap prizes and race finish prizes. Many of these are announced to the racers and spectators while the race is under way. These incentives add even more to the excitement of the day

**Q:** *Will the event produce a lot of trash?*

**A:** The only major source of trash will be from the spectators. The local sponsors hope to have plenty of trash receptacles available in the downtown on the day of the race.

How will my downtown business be affected?

**Q:** *Will this event shut down my business?*

**A:** No, but the event will limit vehicular access to your business. If you are inside the course or near the outsider perimeter, vehicle access to your business by your customers and employees will be restricted or limited. Vehicle access will be allowed prior to the event set up time of approximately 8: AM on race day. During the event, your employees and customers will be able to access your business on foot. We will have course marshals and crossing guards at many points around the course to manage pedestrian traffic crossing the course. We intend to work with the downtown merchants to accommodate some means of transportation for those businesses that have employees or customers who require assistance.

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

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

**Q:** *Where will my employees park?*

**A:** We are working with the City of Janesville, JPD, JFD, Forward Janesville, and Downtown Janesville, Inc. to determine the best places for downtown employees to park on the day of the event. More details will be available as we approach race day.

**Q:** *Will I be able to accept deliveries?*

**A:** Deliveries via vehicle should be scheduled prior to 7:30AM on the day of the event. No vehicular traffic will be allowed inside the course and near the perimeter of the course during the event starting at 8:00AM.

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

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

**Q:** *Will people be asking to use my restrooms?*

**A:** We intend to have plenty of portable toilets stationed around the entire course. Businesses may expect that some people may ask to use the business's facilities. Janesville's ordinance states that any business that is open to the public must allow the public to use the business's restrooms, even if the public are not paying customers.

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

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

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

**A:** (We should list our committee members, FJI, DJI).