

Dear Downer Area Neighbor,

May 2, 2013

The Downer Area Merchants Association is proud to announce we will again be hosting the ISCorp Downer Classic Bike Race presented by Intelligensia on Saturday, June 29th. Last year's race was a huge success bringing thousands of racing enthusiasts from all over the world to our Historic neighborhood. The race went off without a hitch, was extremely organized, and was well received by race organizers, riders, and fans alike.

This year's racing schedule again features a full day of racing including a womens' pro race, another childrens' race, and a juniors' race. Racing begins at 10:35am sharp and ends with the Pro Criterium around 9pm.

Streets will begin closing around 8:00am and will remain closed until 10pm. The intersection of Belleview and Hackett will remain closed until about midnight.

We would like to remind residents both on and inside the course (see map), that they will need to park their cars outside the permit area from 8am to 10pm if in/out access is needed. **(The Downer Avenue Parking Garage will also be unavailable that day)** We know this is a huge inconvenience and appreciate your cooperation in making this world-class event possible.

Cars parked on the actual course route will be towed by the city at 9am. Cars inside the route will only be allowed to leave as breaks in racing allow (as determined by safety officials) until mid-day. **No in/out access will be allowed after 11am.** Please be sure to obey temporary no parking signs to avoid tickets or towing.

The merchants' group received very positive feedback regarding organization, sanitation, and standards of high quality. We plan to keep improving upon last year's success and are expecting this year's race to be bigger and better than ever. We are excited to continue growing with the new cycling series known as the Tour of America's Dairyland. This tour stops in 11 different cities, with Downer Ave as the crown jewel. More info is available at www.tourofamericasdairyland.com.

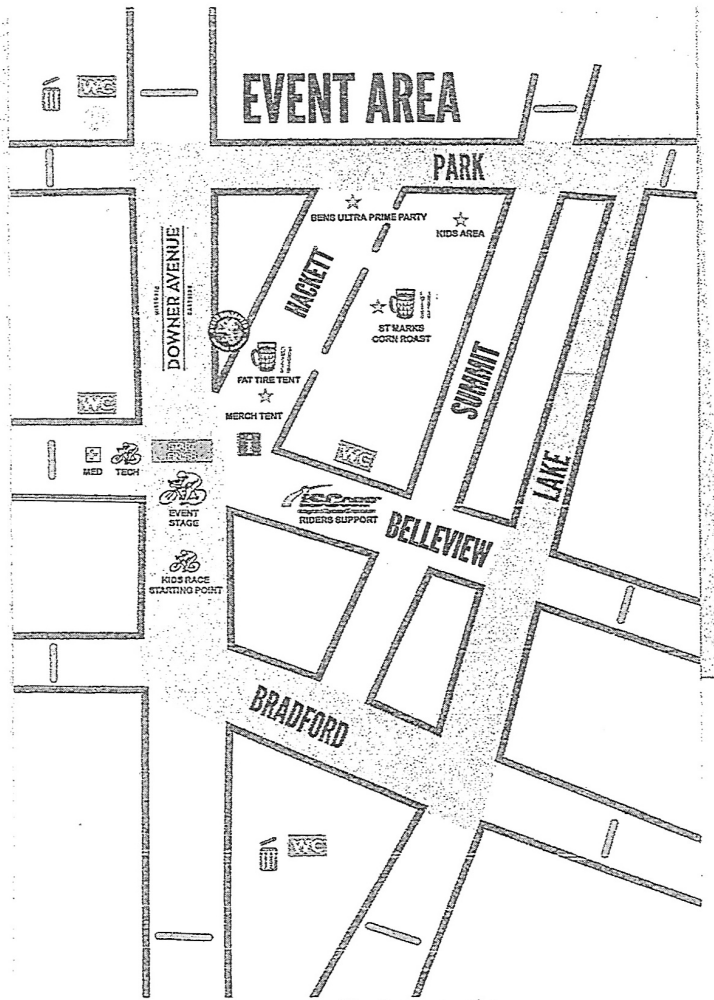
Gillman's Triangle will be activated with a Pizza Man beverage and food stand, a DAMA beverage and food stand, and a giant Jumbo TV to televise the 2013 ISCorp Downer Classic presented by Intelligensia Coffee. We welcome you in joining us in the festivities!

More info about this year's event can be found online at www.downerclassic.com.

Please feel free to contact me at downerbid41@gmail.com or on my cell at 414.426.7459 or the City Dep. Of Neighborhood services at 286.5571, fax 286.5165

Thanks again for your patience. Hope to see you at the races!

Jake Provan, Executive Director, Downer BID



8:00 A.M.

*Streets close at 8:00 A.M. - event ends at 9pm
 *More info on parking restrictions and access to homes and businesses at www.downerclassic.com

www.downerclassic.com