

KWIKTRIP
TOUR OF AMERICA'S DAIRYLAND

**CELEBRATING YOUR VIBRANT WI COMMUNITY
THROUGH CYCLING**



HOST TOAD

BECOME ONE OF 11 UNIQUE WI COMMUNITIES THAT HOST THE LARGEST COMPETITIVE PRO/AM CYCLING SERIES IN THE US

The Kwik Trip Tour of America's Dairyland (ToAD) is one of the most popular competitive race series in the country, drawing talent and spectators from around the globe and showcasing Wisconsin's cities and communities.

Our immersive, multi-day celebration of cycling provides an unmatched experience for host cities, spectators, racers and sponsors. **It's more than cycling - it's like 11 great neighborhood block parties complete with entertainment and family fun.**

OUR PARTICIPANTS



GLOBAL PARTICIPATION

38 STATES & 14 COUNTRIES



100,000 SPECTATORS

ALL AGES FROM AROUND WISCONSIN AND THE WORLD



5,460 PROFESSIONAL/AMATEUR RACERS

COMPETING IN 5,000+ RACES OVER 11 DAYS



MAKE TOAD YOUR CENTERPIECE EVENT OF THE YEAR

HOST COMMUNITY BENEFITS

Wide Global Audience

ToAD attracts thousands of cyclists and fans in-person and digitally for significantly increased traffic to your community and businesses.

Race Day Economic Impact

Bring substantial economic value to your community and businesses with more visitors, bring-it-to-the-street retail opportunities, and on-site vendors.

Community Showcase

Promote your community or neighborhood's unique offerings, businesses, and attractions to locals and visitors from around the world. We'll spread the word by featuring your community on our website, social media, email blasts, and billboards.

Civic Engagement

Support civic engagement with free entertainment for community members, volunteer and fundraising opportunities, and crowds of highly engaged visitors.



ESTIMATED DAILY LOCAL IMPACT



\$155,000+

Our host communities say ToAD is their BEST civic event of the year! Just ask:



NOT YOUR AVERAGE FOURTH OF JULY PARADE

CREATE A MEMORABLE NEW TRADITION

Hosting ToAD provides countless opportunities for entertaining and engaging your community. Turn your ToAD race day - complete with its own name and unique personality - into a memorable event that your community members will look forward to each year!

Community Hour

Every race day includes a one-of-a-kind "Community Hour" event featuring a special race or activity organized by each community.

Some fan favorites include:



Kids Roll Bike Race



Community Lap



Dairyland Mile

It's a bike race surrounded by a block party, Wisconsin style!

Activate your race day with:

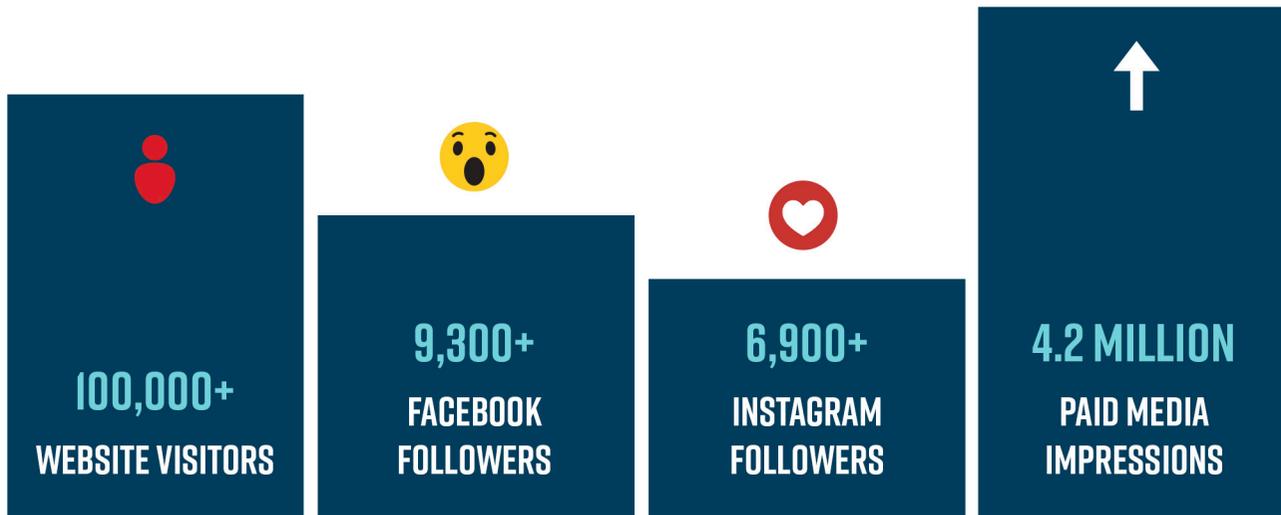
- Food trucks & outdoor dining
- Beer gardens
- Live music
- Children's activities including bounce houses, face painting, & bike decorating stations
- Custom events
- Business promotions & sponsorships
- And more!

What makes an ideal host community?

We're looking for enthusiastic, willing partners such as BIDs, Chambers of Commerce, Merchant/Business Associations, and CVBs who have space for a race course fitting our ideal model and city services and volunteers to support our wide scale event.

PODIUM-WORTHY DIGITAL & MEDIA EXPOSURE

ALL EYES ON OUR HOST COMMUNITIES



#TOAD2024 SOCIAL STATS


1 MILLION+
TOTAL IMPRESSIONS


148K
ACCOUNTS REACHED


39K
PROFILE VISITS


596K
STORY VIEWS


21K
ENGAGEMENTS

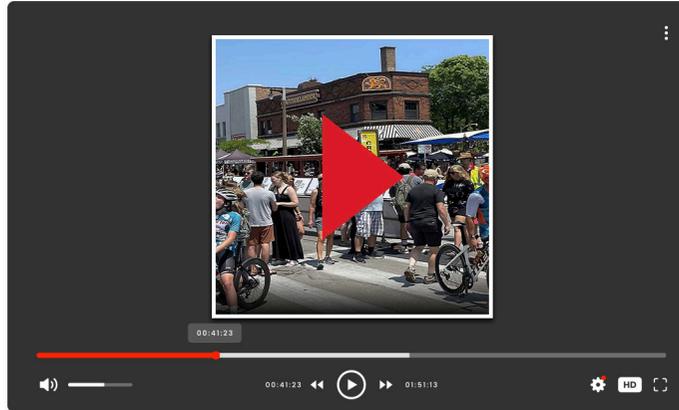

1.25K
NEW FOLLOWERS

LOCAL MEDIA COVERAGE

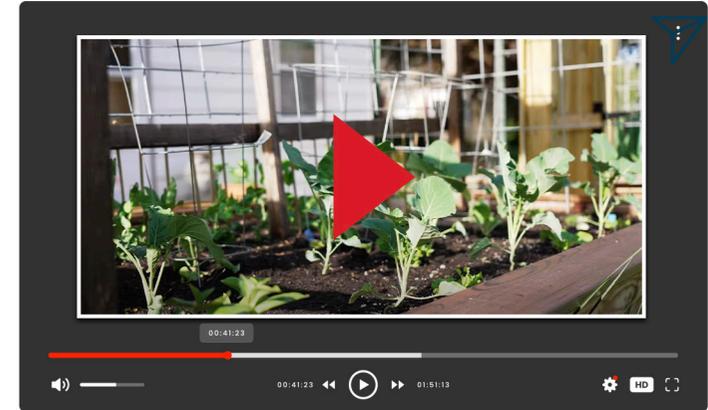
REACH YOUR TARGET AUDIENCE



Why Our Communities Love ToAD
Tour of America's Dairyland



Milwaukee's Downer Avenue part of
Tour of America's Dairyland Bike Race
Spectrum News 1



The Best of West Allis:
Local Scenes of a Thriving City
Discover Wisconsin

LOCAL BILLBOARD ADS

→ 4.5 MILLION+ IMPRESSIONS



LET'S PARTNER TO CELEBRATE YOUR UNIQUE WISCONSIN COMMUNITY

For more information, contact Bill Koch,
Executive Director, Tour of America's Dairyland
bkoch54@toadinfo.com
(414) 534-4501

"When we heard the idea of bringing ToAD to Janesville, we said, 'this is exactly what we need.' This is the kind of signature event that our community can wrap its arms around and get excited about to build community pride."

-Mark Freitag, City Manager, Janesville



TOUROFAMERICASDAIRYLAND.COM



Proposed Racine Race Course

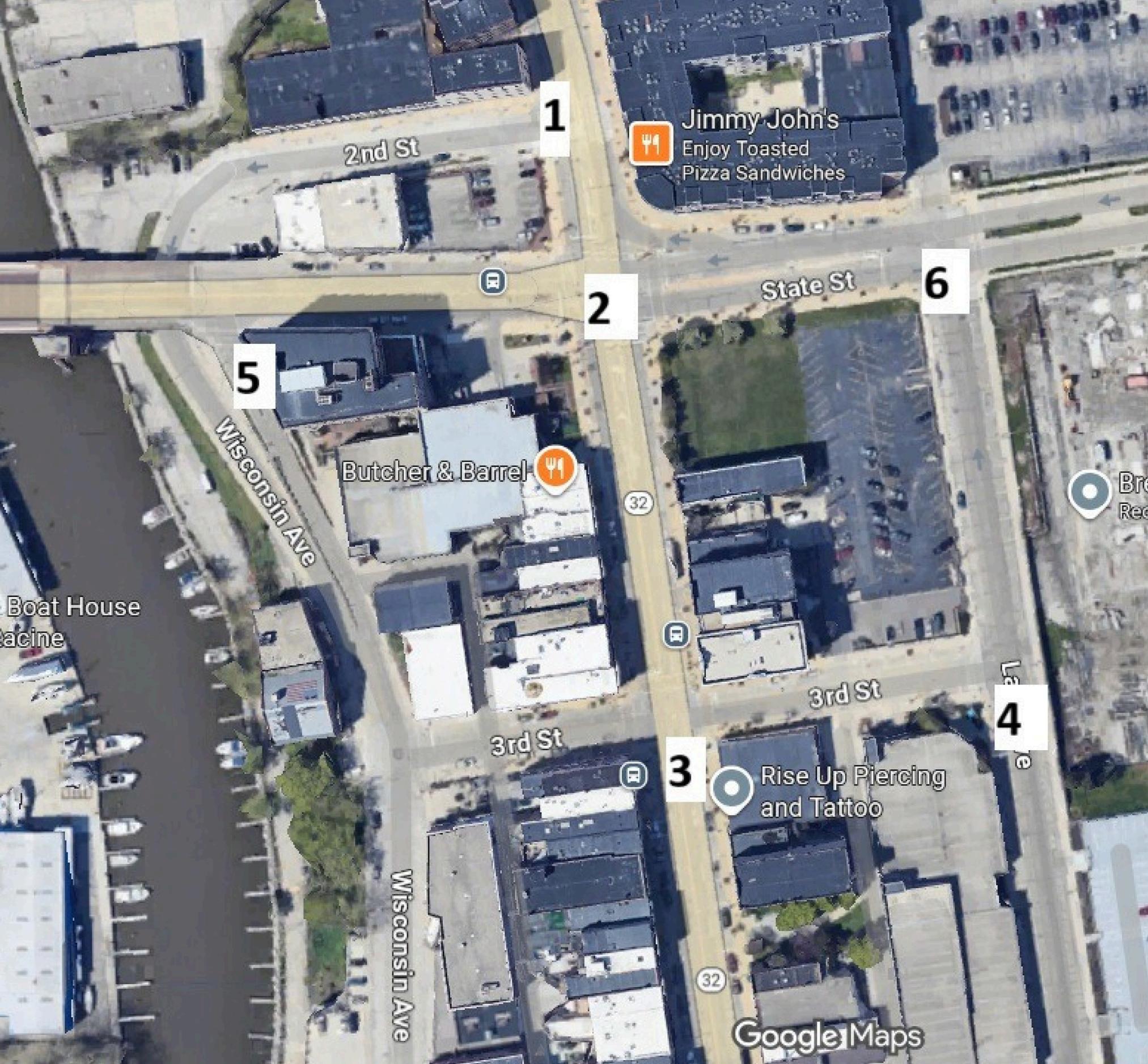


- 7. 4th and Wisconsin. Road Closed (across 4th on the east side).
- 8. 5th and Wisconsin. Road Closed (across 5th on the east side)
- 9. 4th and Lake Road split for marina traffic only
- 10. Sam Johnson Pkwy and Park, Road Closed
- 11. 6th and parking lot entrance, Road Closed (on the west side of the driveway)
- 12. Sam Johnson and Festival Pkwy
- 13. Park and 5th. Road closed.

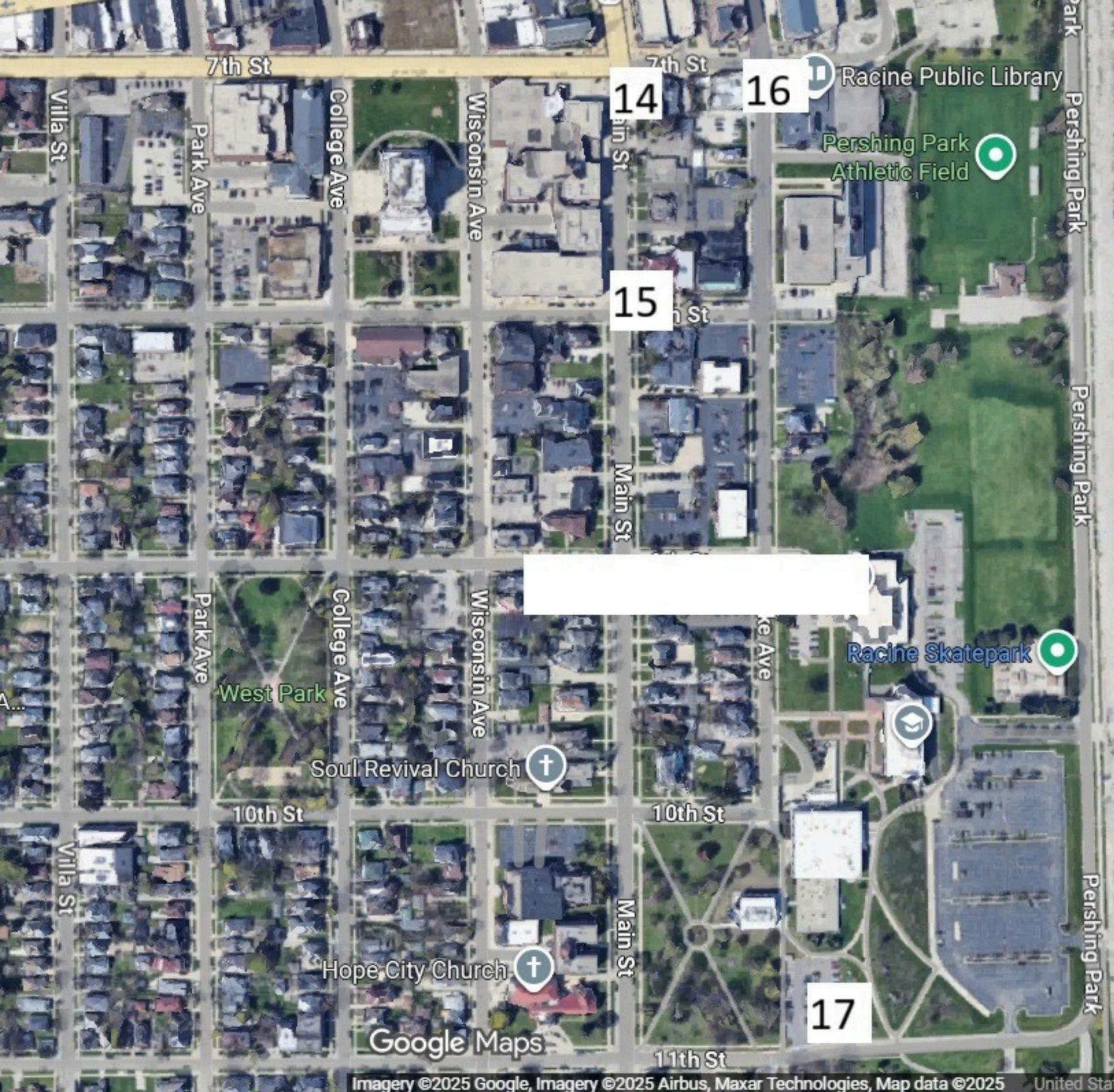
 Start/ Finish

Proposed Racine Race Course, North Side

1. Main and 2nd, Detour to Wisconsin Ave
2. Main and State, Road Closed Ahead
3. Main and 3rd, Road Closed (across Main on the south side)
4. Lake and 3rd, Road Closed except to marina traffic
5. Right turn to Main Street
6. Gas Light and Lake, Road Closed Ahead and road open to marina traffic



Proposed Racine Race Course, South Side



- 14. Main and 7th, Road Closed (across Main on north side)
- 15. Main and 8th, Detour to Wisconsin Ave
- 16. Lake and 7th, Road Closed (across 7th on the north side)
- 17. Main and 11th, to public boat launch

14th and Wisconsin, through traffic use Wisconsin Ave

DOWNTOWN RACINE CORPORATION | 425 MAIN ST. | RACINE, WI 53402 | 262-634-6002

December 9, 2025
Mayor Mason and City of Racine Alders
730 Washington Avenue
Racine, WI 53403

To the Honorable Mayor and Members of the City of Racine Common Council,

The Downtown Racine Corporation is in full support of using the City rights-of-way to host a Tour of America's Dairyland ("ToAD") road race in downtown Racine on June 19, 2026. Since its launch in 2009, ToAD has been offering world-class bike racing in various communities in southeast Wisconsin, and we recommend the City of Racine seizes this opportunity to be added to the tour. Hosting the race will market Racine as a cycling friendly community and gain national attention for the City.

Beyond the chance to watch free high-energy cycling, each ToAD race transforms the host community into a multi-block neighborhood party with entertainment, activities for kids, and fun for the whole family. The event in Racine will include 8-10 races held from late morning until dusk that range from juniors as young as nine years old to seasoned masters and are professionally announced so even first-time attendees can understand race strategy and the team dynamics. Hosting the ToAD will bring hundreds of participants and spectators into the heart of downtown and be an excellent way to showcase the City of Racine.

We wholeheartedly support the City Racine approving the use of the City rights-of-way to host a ToAD race and recommend its approval by the Common Council.

Respectfully,

Kelly Kruse, Executive Director

Austin Schultz, DRC Chairman



*This letter reflects the majority opinion of the Board of Directors and may not represent the views of all individual board members