



Great Fun on a Great Lake!

Visitors Center & Administrative Offices
14015 Washington Avenue
Sturtevant, WI 53177

www.Racine.org

RECEIVED

MAR 13 2009

Dept of Public Works

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February 26, 2009

City Clerk
City Hall
730 Washington Ave.
Racine, WI 53403

Dear Members of City Council:

The Racine County Convention and Visitors Bureau, in conjunction with The Promotion Company of Indianapolis, IN would like to request the use of the downtown area noted on the enclosed aerial photograph for the Hot Rod Magazine Power Tour on Sunday, June 7, 2009. Racine will be the second stop on the seven-city, seven-day tour that begins the day before in Madison and ends on June 13 in Bristol, TN. The tour is well established and is in its 15th year. About 3,000 cars and 5,000 spectators are expected for the one-day event that is expected to pump \$1.3 million into the local economy. RCCVB invested \$35,000 to bring the event to Racine. It will be filmed by a crew from "Hot Rod TV" to be included as part of an hour long show about the Power Tour to be seen on the *Speed* network.

Registration will open at noon. It will be held in lot B off of 11th Street. All cars that are not participating in all seven days of the event must be registered. Signs, as well as written directions given to all tour participants, will direct the drivers to this area from the Interstate. We are requesting that the streets indicated be closed to through traffic at 10 a.m. and be free from parked cars. Barricades will need to be in place as shown on the attached map. The street closures requested are:

Main Street from State to 6th Street
Lake Avenue from State to 6th Street
3rd Street from Lake Avenue to Main Street
5th Street from the Festival Hall to Monument Square
6th Street from Pershing Drive to Monument Square
Monument Square
Pershing Drive from 11th Street to 6th Street
11th Street from Main to Pershing Drive
Sam Johnson Parkway
Library Drive from 6th Street to Fifth Street
Gateway Parking lots on Pershing Drive
Lot B on 11th Street
Festival Hall Parking Lot

The majority of the boat ramp lot at the corner of 6th and Pershing Drive
The grass area in Pershing Park located to the south of the soccer field.
The gravel area to the east of the bike path along Pershing Drive

4th Street will remain open to allow access to the Marina and the Lake Avenue Ramp (via the Lake Avenue entrance).

Spectator parking will be on the streets and in the Lake Avenue, Shoop, McMinn and Radisson parking ramps.

We are working with a major sponsor of the event to facilitate their rental of Festival Park for the day.

The Seventh and Main Street intersection will remain open. Parking will be handled by The Promotion Company and local volunteers. Cars will be parked diagonally along Main Street beginning near State Street and progressing southward.

We will work with the Public Works Department on determining a suitable detour route for that day.

The majority of the participants who will be driving from the previous day's stop in Madison will arrive between noon to 2 p.m. They will be parked in the two main Gateway parking lots and on the Pershing Park grass area to the north of the skate park. The Promotion Company will provide additional garbage containers and porta-potties. The restrooms located in the concession area of the soccer field will need to be open. RCCVB will contract with 5-7 self-contained food and beverage vendors for this lakefront area.

The sponsor rigs that accompany the event from city to city will arrive early in the morning and will be parked end to end along the gravel area to the east of the bike path. We request that the Public Works Department grade the gravel area prior to the event (similar to what was done in 2007). The Main Stage (about the size of the stage on wheels) will be set up on the western two-thirds of the boat ramp parking lot, allowing access to the ramps and trailer parking on the eastern side. We are working with alternative launch site locations for that day and will sign the ramp area well in advance of the event alerting boaters of the congestion that will occur on this day and recommend other launch locations. The Main Stage will be the site of interviews and giveaways throughout the day. At 6:30 p.m. there is a final door prize drawing after which the event concludes (approximately 7:30 p.m.) We anticipate that the streets will reopen at approximately 9 p.m.

On Monday morning, June 8, at 8 a.m. there will be a drivers meeting on Pershing Drive. At 9 a.m. about 500 cars will follow the Hot Rod Power Tour bus out of the City via 11th Street to Main St. to 14th Street to Washington Ave. on their way to South Bend, IN. They will obey all traffic signals. It will not be a "parade".

I appreciate your time and please feel free to contact me if you have any questions. I can be reached at 884-6405 or dblank@racine.org.

Sincerely,



Dave Blank
President/CEO
RCCVB



