Date: January 15, 2013

To: Chairwoman Marina Dimitrijevic, Milwaukee County Board of Supervisors

From: James Keegan, Interim Director, Department of Parks, Recreation and Culture

### Subject: Authorization to Close Lincoln Memorial Drive (LMD) on Saturday, August 10, and Sunday, August 11, 2013 for the USA Triathlon Age Group Championships – Action Item

**POLICY**

The Department of Parks, Recreation and Culture (DPRC) is requesting, on behalf of USA Triathlon, authorization to close LMD on August 10, 2013 from 7:30 a.m. – 2:00 p.m. and August 11, 2013 from 7:30 a.m. – 1:00 p.m.

**BACKGROUND**

Milwaukee County Ordinance 47.031(5) requires any event sponsor who wishes to conduct an event along Lincoln Memorial Drive (LMD) to petition the Milwaukee County Board of Supervisors through the Committee on Parks, Energy and Environment, for a waiver to affect LMD’s closure.

USA Triathlon is requesting the use of LMD for its August 10 and 11, 2013 event, “The USA Triathlon Age Group Championship” (Event) from 7:30 a.m. – 2:00 p.m. and 7:30 a.m. – 1:00 p.m. respectively. The Event on Saturday, August 10, is an Olympic distance triathlon comprised of a 1,500 meter swim, a 40 kilometer bicycle ride, and a 10 kilometer run, and would require the closure of LMD. The Event on Sunday, August 11, is a sprint distance triathlon comprised of a 750 meter swim, a 20 kilometer bicycle ride, and a 5 kilometer run, and would require the closure of LMD. USA Triathlon will service as the event organizer and race director. A field of 3,500 participants is projected to take part in the Event along with an estimated 6,000 spectators. As a result, this Event is projected to bring a significant positive economic impact to Milwaukee County.

USA Triathlon shall pay all fees required by DPRC for closing LMD and permitting USA Triathlon to host its Event on park property. USA Triathlon must also apply for permits from the City of Milwaukee, other affected municipalities and government agencies. USA Triathlon has already held discussions with the City and numerous other stakeholders along the proposed routes. Access to lakefront venues will be coordinated with the Milwaukee County Sheriff’s Office.

**Recommendation**

The Parks Director recommends that DPRC be allowed to close LMD on Saturday, August 10, from 7:30 a.m. – 2:00 p.m. and Sunday, August, 11, 2013 from 7:30 a.m. – 1:00 p.m. for the staging of a triathlon, upon completion of a special event contract with the organizer, and receipt by the organizer of all appropriate permits.

Prepared by: Laura Schloesser, Chief of Administration & External Affairs

**Recommended by: Approved by:**

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| Laura Schloesser, Chief of Administration and External Affairs |  | James Keegan, Interim Parks Director |

Cc: County Executive Chris Abele

Amber Moreen, Chief of Staff, County Executive’s Office

Kelly Bablitsch, Chief of Staff, County Board

Supv. Gerry Broderick, Chairman, Parks, Energy & Environment Committee

Supv. Jason Haas, Vice-Chair, Parks, Energy & Environment Committee

Vincent Masterson, Fiscal & Strategic Asset Coordinator, Admin & Fiscal Affairs/DAS

Dan Laurila, Fiscal Mgt. Analyst, Admin & Fiscal Affairs/DAS

Janelle Jensen, Parks, Energy & Environment Committee Clerk

Jessica Janz-McKnight, Research Analyst, County Board