

ATTENTION DOWNTOWN ESCONDIDO BUSINESSES:

Get Ready for Stage 1 of the Amgen Tour of California, “America’s Greatest Race”
Coming to Escondido Sunday May 12, 2013

www.Amgen2013Escondido.com

By now you’ve probably heard that Escondido will be hosting Stage 1 of the Amgen Tour of California on Sunday, May 12, 2013. This major professional cycling event is often referred to as the “Tour de France of the U.S.” and is expected to draw tens of thousands of spectators. Here’s some helpful information about what to expect on race day, and in the days leading up to the event:

Street Closures: The following streets will be **closed from 6 a.m. Saturday, May 11 to Midnight Sunday, May 12:**

- > Grand Avenue between Escondido Boulevard and Ivy
- > Maple Street between Valley Parkway and 2nd Avenue
- > Broadway between Grand Avenue and the south side of Valley Parkway

The following street will be **closed from 6 a.m. to 7 p.m. Sunday, May 12:**

- > Broadway between the south curb line of Woodward Avenue and the north side of Valley Parkway
- > Streets on the race route outside of Downtown will be closed on Sunday, May 12 on a “rolling” basis in 30-45 minute increments to accommodate the riders as they move along the route

The Route: The race start and finish lines will be right in the heart of Downtown Escondido at **Grand and Broadway**. Riders will take off at approximately **11:15 a.m.**, head south on Juniper and complete a 103 mile loop that takes them out into the back country, then back into Escondido city limits via **Valley Center Road** and **El Norte Parkway**. After a last sprint southbound on **Escondido Blvd.**, the riders will make a challenging left turn onto **Grand Avenue** with all riders in by **3:45 p.m.**

Special Race Day

Events: The race will be broadcast live on **three big screens** positioned near the start/finish lines, and several open to the public **special events** will be running concurrently Downtown **between 9:30 a.m. and 4:30 p.m.:**

Opening Ceremonies and Awards Presentation—Main stage at Grand and Broadway

Amgen Tour of California Lifestyle Festival—Maple Street Plaza, Municipal Parking Lot #1 and Broadway between Grand and Valley Parkway

Escondido Local Lifestyle Festival—Maple Street between Grand and 2nd Avenue

Kids Zone Presented by Dr. Bronner’s Magic Soap—San Diego Children’s Discovery Museum, 320 N. Broadway

Live Music Featuring Sue Palmer and Her Motel Swing Orchestra—Grape Day Park

Food Court Presented by Escondido Events—Comerica Bank Parking Lot, 260 W. Grand Avenue

Food Trucks—Broadway between Pennsylvania and Woodward, adjacent to Grape Day Park

Hospitality Tents: Private, VIP Hospitality Tents will be set up along the south curb line of Grand Avenue on race day.

See reverse for FAQ’s

Amgen Tour of California Overall Race Start Sunday, May 12, 2013

Frequently Asked Questions for Downtown Escondido Businesses:

Q: How many people are anticipated to be Downtown on race day?

A: Attendance is expected to be 40,000-50,000, possibly more

Q: Will the food court and food trucks take customers away from Downtown restaurants?

A: When Escondido hosted the Amgen Tour of California overall race finish in 2009, Downtown bars and restaurants were over capacity and customers reported waiting 2-3 hours for service. In response to this feedback, additional food options have been added to meet anticipated customer demand.

Q: Can I sell merchandise, food, water, etc. outside my business or elsewhere Downtown on race day?

A: The City of Escondido has an agreement with AEG, the company that owns the Amgen Tour of California, that includes strict rules about ancillary sales of merchandise on race day and exclusive sponsorship rights on beverages sold on race day (water, beer and soda). If you wish to sell something on race day that is not part of your regular business operations, please contact Michelle Geller at (760) 839-4587.

Q: Where can my employees and customers park on race day?

A: Due to the nature of the event, parking Downtown will be very limited on race day. Municipal lots Downtown will be designated as reserved parking for race-related vehicles. Parking near Downtown will be on a first-come, first served basis. Employees are encouraged to carpool or get dropped off at a nearby location and walk or bike into Downtown. There will be 2-3 bike valet locations Downtown on race day.

Q: What's a bike valet?

A: Bike valets are designated locations where those choosing to ride their bikes in to the event can leave their bike in a safe, secure area for a small fee. They work just like a car valet— you drop off your bike, get a ticket and your bike gets stored until you come back to claim it. The San Diego County Bike Coalition will be operating the bike valet locations on race day. Specific location addresses will be posted online at www.Amgen2013Escondido.com closer to race day.

Q: What other events are happening related to the race?

A: Friday, May 10 >Cruisin Grand
>Team Presentation Gala "Escondido Out Front" at the California Center for the Arts

Saturday, May 11 >L'Etape du California amateur ride

For more information about race-related events, go to the Special Events link on www.Amgen2013Escondido.com

Still have questions?

Contact Michelle Geller at (760) 839-4587 or mgeller@escondido.org