

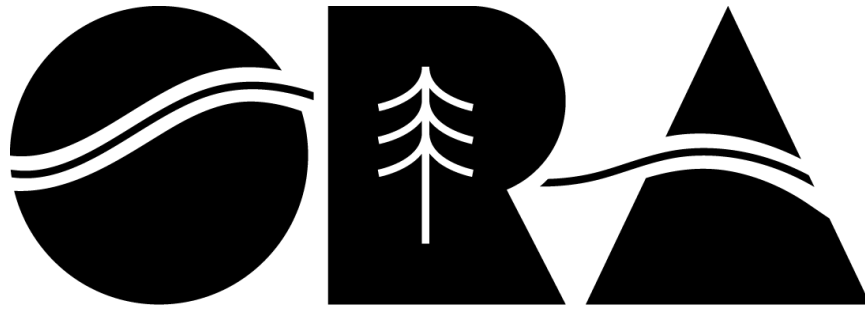
The Official Race Guide for the  
*Explore La Crosse* Omnium  
Presented By Coulee Bicycle Co.



May 3, 4, and 5, 2024



An event by ORA Trails



T R A I L S

Supported by these great  
partners.

**skraitch**<sup>LABS</sup>



# Welcome to the Explore La Crosse Omnium p/b Coulee Bicycle Co.!

Bike racing professionals and amateurs from throughout the Midwest will compete in America's largest three-day cycling race at the [Explore La Crosse Omnium](#) on May 3-5, in La Crosse, Wisconsin. The La Crosse Omnium is the Midwest's premier spring road classic. [Explore La Crosse](#) is promoting this great weekend, and they are your go-to resource for places to stay, eat, and things to do when you're off the bike. See more in the spectator's guide below for some of their great content!

Professional men and women cyclists will compete for equal cash payouts of over \$1,800 per category. Cash payouts and prizes for the race will total \$7,500.

[ORA Trails](#) is staging the 12th annual 2024 Explore La Crosse Omnium, which begins Friday evening with registration opening at Bluffside Tavern at 3:30 PM for the [time trial up Bliss Road](#) to the top of Grandad's Bluff. The Time Trial and several other race categories have sold out in past years, so racers are encouraged to register well in advance for La Crosse Omnium. Please note that pre-registration is required for the Time Trial. *Parking is not allowed in the Bluffside lot, there is plenty of street parking available. Please do not block access to Bluffside Bar, they are graciously welcoming us to their space.* Friday's lung searing, Grandad Bluff time trial climbs 550 feet in 2.4 miles and racers go off every 30 seconds starting at 4:30 pm.

Day 2 of road racing starts Saturday morning at 8:30 am on a challenging and secluded 14.3-mile loop on the back roads of nearby Chaseburg that features lung scorching climbs and scenic sweeping descents. Road racing begins at the [Chaseburg Village Hall](#). Parking is available on village streets only, no parking is available in the Village Hall lot. There are 15 categories of racers completing a loop of the course one to five times depending on the race field. Distances range from 14.3 to 57.4 miles. Riders ascend and descend 654 feet per lap. Sponsored by [Freighthouse Restaurant](#)! Several lucky racers will randomly be selected to receive gift cards to dine at Freighthouse! On Saturday night you can also meet [Project Echelon](#)! In addition to racing, Founder Eric Hill will be available to chat and answer questions. You'll also have the chance to meet [Jakroo](#), partner of Project Echelon and the Omnium. You will have a chance to win some great prizes, grab a drink and hang out in a relaxed environment on the covered patio at Freighthouse. Check [Facebook](#) for details on timing and other information.

The finale, day 3, begins Sunday morning at 8am with a Criterium on the downtown streets of La Crosse. Registration will open at 7:30 AM/ "NASCAR on bikes" with elbow-to-elbow race action at high speeds around a tight, flat as a pancake profile, fronting the scenic Mississippi River.

Information on each day of racing can be found below, including maps and important day-of information. Also, please consider volunteering when you are not racing, or having friends and family volunteer. We can't run the event without our great volunteers! [Sign Up Volunteer Spot](#)

Points are scored separately in each event and then accumulate toward the La Crosse Omnium Championship. Speaking of points, we will do podiums as soon as results are official, each day. Overall Omnium podiums will be done on Sunday after points are tallied. Please be patient as this is a somewhat complicated process and we have to complete it for the entire field of each category.

## New this year!

[Jakroo](#) has been an incredible partner for the event. We are able to provide the first 300 racers with a custom La Crosse Omnium musette bag. Coulee Bicycle Co. is also providing custom Specialized water bottles. These will be available at registration on Friday.

Further, Jakroo and the Omnium have partnered to create several custom winner's jerseys. Overall Omnium winners in each category will go home with a custom Winner's jersey! Racers in the elite professional fields will have the opportunity to win custom jerseys on Friday and Saturday, to wear during the following day of racing. The custom polka dots is going to be a coveted jersey on Friday night!

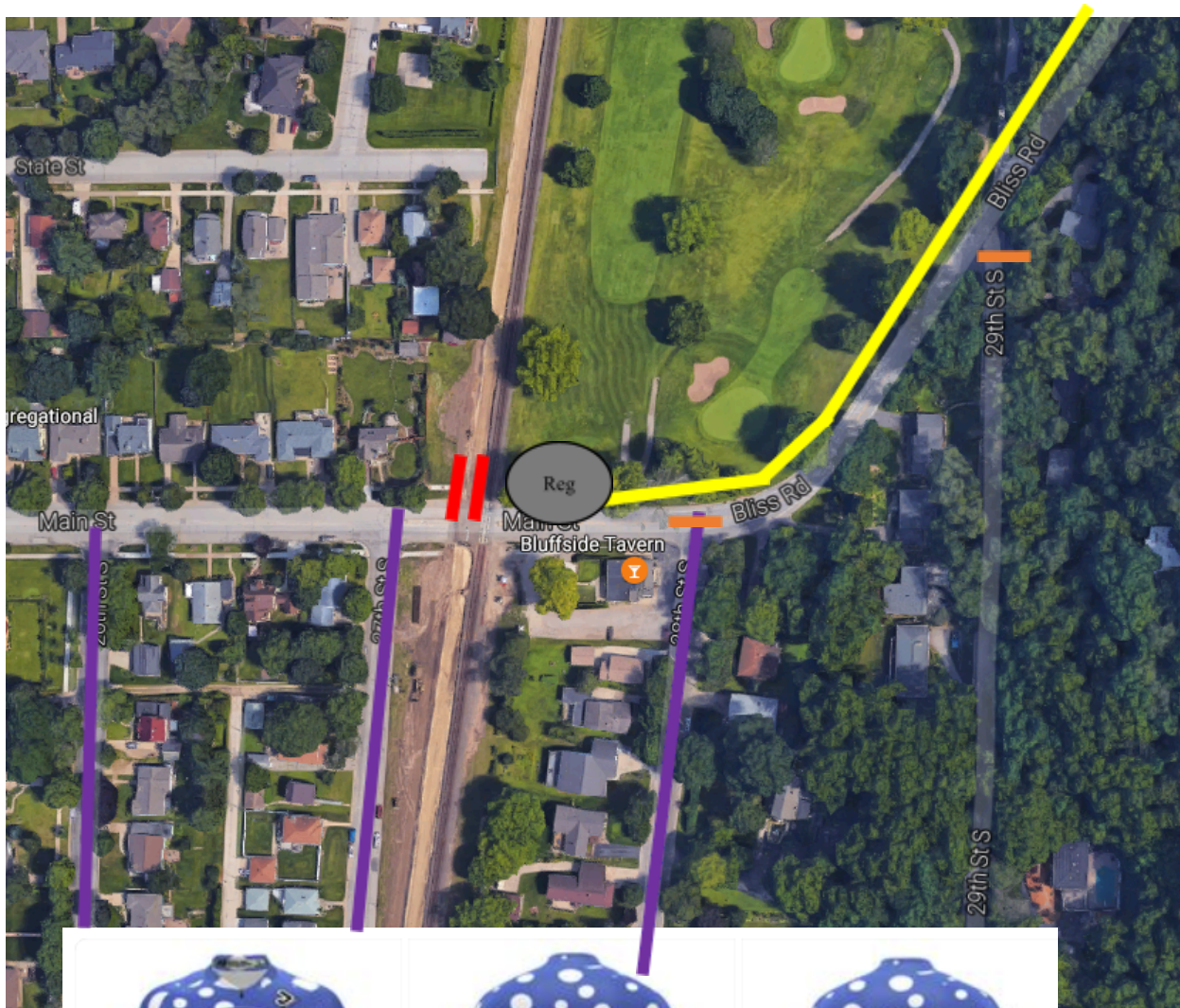
Lastly, we will be adding a team competition. The top 5 racers from each team will score points based on placement in their individual category. The winning team will be eligible to take home a jersey for each participant, up to 10, to declare their team as the Team Winner of the Omnium! *This will be based on team category in Bike Reg/USAC, and each team member has to have an identical name. We are not responsible for variations in team name, as they may not be counted in the overall.*





# Time Trial: Friday, May 3, 2024

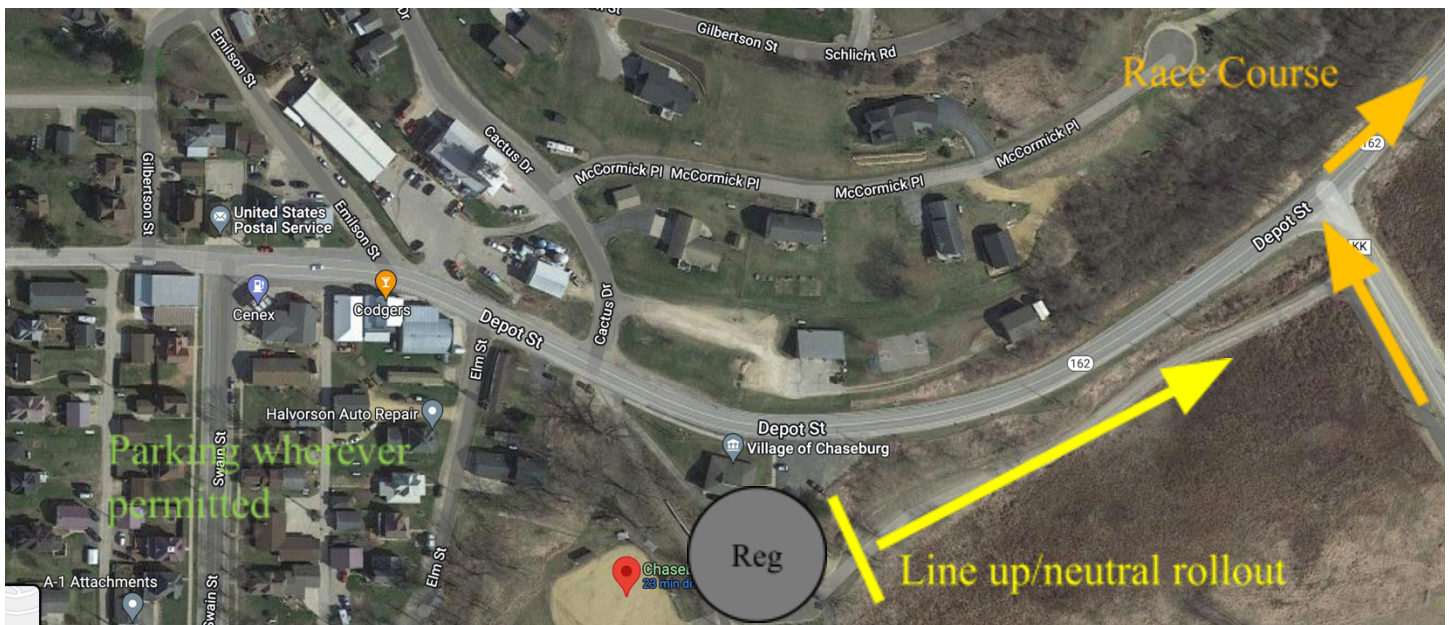
- Starting at 4:30 PM (pick up bibs after 3:30)
  - **If you don't race until later, please wait to pick up your bib!!**
  - Please allow Juniors and early categories to go first.
  - We don't want long lines for the early racers, thank you!
- Numbers go on the left side
- Staging outside [Bluffside Tavern, 2712 Main Street, La Crosse, WI](https://www.bluffside.com/)
- Street parking will be available but please note:
  - The race starts on the east side of two sets of railroad tracks, **so make sure you're on the correct side when you get close to your start time.** We won't be able to wait for a train – the clock starts at your start time. Every year someone misses their start time.
  - **No parking in the Bluffside Tavern lot, as this will be saved for patrons.**
  - **Please keep access to the bar parking lot!**
- Start times will be emailed at least 24 hours prior to the event.
- On the map below:
  - Red is for angry train tracks (don't get stuck on the West/left side, it happens every year)
  - Purple is for parking options
  - Yellow is the TT course
- The pavement has a lot of rough spots. Find a clean line and enjoy the closed road.
- Riders returning to the start need to stay to the right and descend cautiously. Uphill racers have the right of way.



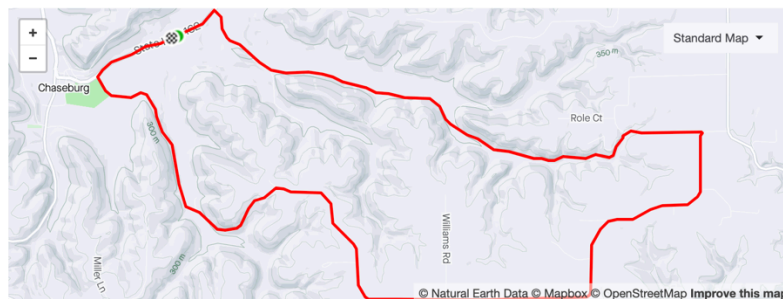


# Road Race: Saturday, May 4, 2024

- Starting at 8:30 AM (registration opens at 7:30)
- Numbers go on the left
- Staging at [Chaseburg Ball Fields](#) (down the hill to the south, behind Village Hall)
- The address is 402 Depot St, Chaseburg, WI 54621
- Cell reception is nearly non-existent in Chaseburg, there's village-wide WiFi, but plan to be offline!
- Parking is available on city streets, but not by registration (you'll have to walk or bike down) as we use this for neutral rollout:
- It's very possible that there will be Amish baked goods for sale. We highly recommend them and please give them deference out on the road.
- There might be a pancake breakfast too. We'll share this information as it becomes available.
- There are restrooms in the park and in the Village Hall.
- Spectators can park at [Middle Coon Valley Lutheran Church](#).
  - There will be no access to the church, but there will be porta potties in the parking lot
  - Please respect the space and clean up after yourselves!
  - The start/finish is down the road from the church, but there is no parking allowed on the highway for the safety of racers. Make sure your vehicle is in the lot!
- The officials try very hard to pick all finishers, but given the field sizes and the damage the demanding course extracts from the riders, it is tough to keep track of everyone. It is your responsibility to check the results after the race, and protest within the allotted 15 minutes, should they not accurately reflect the results.
- Numbers will go on the left side. If you received a number for the TT and you are racing in the same category, you will use the same number. If the RR will be your first race you can pick it up at reg with your license.
- Be Safe. Fields are big and the road is open, keep your head up at all times and observe the yellow line!

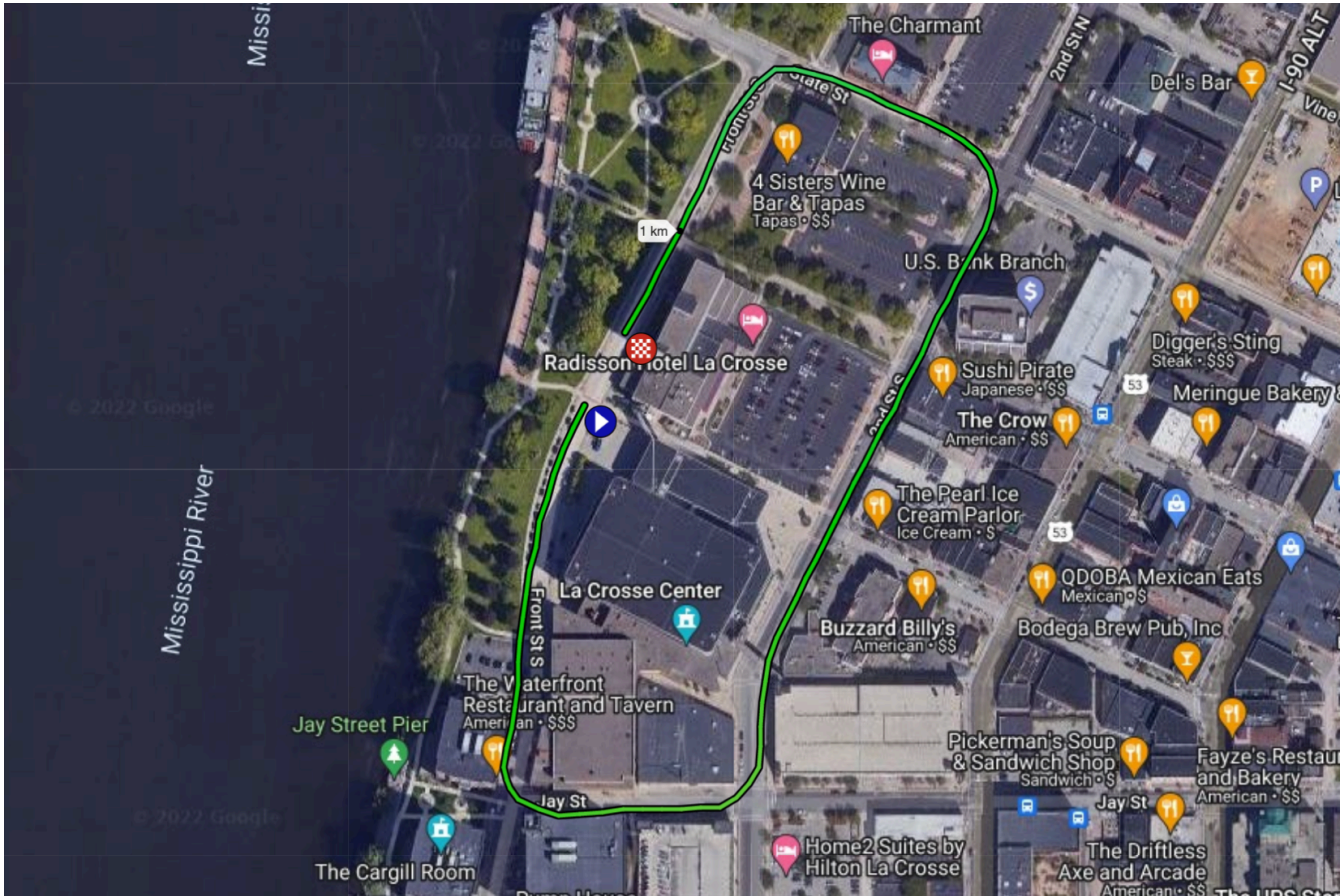


Distance 14.19mi Avg Grade 0.0% Lowest Elev 549ft Highest Elev 1,129ft Elev Difference 579ft 631 Attempts By 264 People



# Criterion: Sunday, May 6, 2024

- Starting at 8:00 AM (registration opens at 7:30)
- Numbers go on the **right**
- Staging noted on the map below by the maroon box, [200 Harborview Plaza, La Crosse, WI](#)
- The start line is in green.
- Parking is available in several ramps, as well as on street (but not on the course!)
- The course is .7 miles in length, with 12 feet of elevation change per lap.





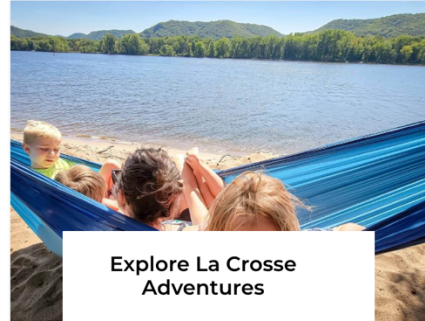
# Spectator guide



For The Food & Drink  
Connoisseurs



Family Activities



Explore La Crosse  
Adventures

— WHERE TO EAT —

## ENJOY THE LA CROSSE REGION'S CULINARY DESTINATIONS

With over 100 culinary eateries, you'll dine in a setting like no other among the bluffs on outdoor patios, in retro martini bars, renovated historic buildings, or classic pubs.

[SEE DINING GUIDE](#)

— CONVENIENCE, COMFORT & HOSPITALITY —

## PLACES TO STAY IN THE LA CROSSE REGION

Whatever your lodging preference, you'll find comfort, value, hometown hospitality and a great night's sleep.

[BOOK A ROOM](#)

— WHERE MEMORIES ARE MADE —

## SPEND YOUR DAY BETWEEN THE BLUFFS

Whether you are looking to book your next event or vacation, you can enjoy recreation and festivals, shopping and great food, arts and theater, and a variety of places to stay

[SEE VISITOR GUIDE](#)

# Race Flyer

## The Explore La Crosse Omnium presented by Coulee Bicycle Co: The Premier Midwest Spring Classic

An epic three-stage battle for bike racing supremacy on May 3 - May 5, 2024. With over \$7000 in cash and prizes! The La Crosse Omnium is an event by ORA Trails.

Registration can be found here: <https://www.bikereg.com/la-crosse-omnium>

Further race details are available here: <http://www.lacrosseomnium.com/>. Early registration is \$40 per event (\$120 for all three) through the month of January. After that prices increase to \$50. Please note that the cost of the Time Trial funds the purse for both the TT and the Omnium.

Juniors race at half price! Junior pre-registration is \$20 per event or \$60 for all three.

*Pre-registration for the Time Trial is **mandatory**, and closes on April 30<sup>th</sup> at midnight **central time**. Day of registration will be available for the  **criterium** and the **Road Race** only with a late entry fee additional charge of \$10 per event.*

### NEW FOR 2024!

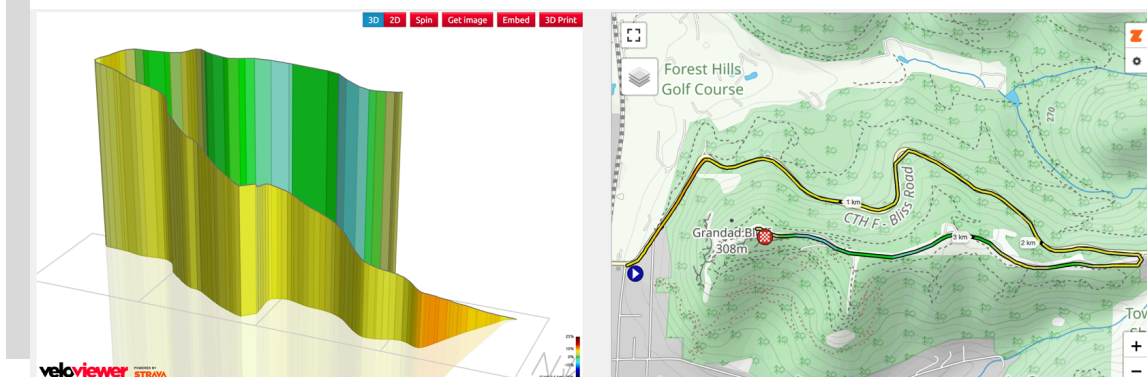
Team Competition: The top scoring team will win custom Jakroo Lacrosse Omnium Champs jerseys. All competitors will receive a custom Explore La Crosse Omnium p/b Coulee Bicycle Co. Musette bag and water bottle. Overall Omnium winners will receive a custom Jakroo jersey! Pro men and women will compete for leaders jerseys each day, and the top 3 overall will each get a custom jersey.

### 2024 Event Schedule

#### May 3

Event	Start Time	Entry
<b>Time Trial</b>	<b>4:30 PM</b>	
Jr. Boys 9-12,13-14	Prizes	\$ 20.00
Jr. Girls 9-12,13-14	Prizes	\$ 20.00
Jr. Boys 15-16	Prizes	\$ 20.00
Jr. Girls 15-16	Prizes	\$ 20.00
Jr. Boys 17-18	Prizes	\$ 20.00
Jr. Girls 17-18	Prizes	\$ 20.00
Men Cat 5	Prizes	\$ 50.00
Women Cat 4	Prizes	\$ 50.00
Women Pro 1/2/3	5/350.00	\$ 50.00
Women 35+ 1/2/3/4	3/100.00	\$ 50.00
Masters 35+ Cat 4/5	Prizes	\$ 50.00
Masters 35+ Cat 1/2/3	3/100.00	\$ 50.00
Men Cat 4	Prizes	\$ 50.00
Men 50+	Prizes	\$ 50.00
Men Cat 3	3/100.00	\$ 50.00
Men Pro 1/2	5/350.00	\$ 50.00

Alternate Directions: Available at [www.lacrosseomnium.com/time-trial/](http://www.lacrosseomnium.com/time-trial/)





#### May 4, 2024 Road Race Schedule

Event	Cohort Start	Start Time	Laps	Dist.	Pre-Reg	Day of
Road Race	8:30 AM					
Men Cat 3	3/\$175	8:30 AM	3	43	\$ 50	\$ 60
Women Pro 1/2/3	8/\$715	8:32 AM	4	57.4	\$ 50	\$ 60
Men Cat 4	Prizes	8:34 AM	2	28.7	\$ 50	\$ 60
Women Cat 4/5	Prizes	8:36 AM	2	28.7	\$ 50	\$ 60
Jr. Boys 17-18	Prizes	8:38 AM	2	28.7	\$ 20	\$ 30
Jr. Girls 17-18	Prizes	8:38 AM	2	28.7	\$ 20	\$ 30
Jr. Boys 15-16	Prizes	8:40 AM	1	14.3	\$ 20	\$ 30
Jr. Girls 15-16	Prizes	8:40 AM	1	14.3	\$ 20	\$ 30
Jr. Boys 9-12,13-14	Prizes	8:40 AM	1	14.3	\$ 20	\$ 30
Jr. Girls 9-12,13-14	Prizes	8:40 AM	1	14.3	\$ 20	\$ 30
	12:30 PM					
Men Pro 1/2	8/\$715	12:30 PM	4	57.4	\$ 50	\$ 60
Masters 35+ 1/2/3	3/\$225	12:32 PM	4	57.4	\$ 50	
Masters 50+	Prizes	12:32 PM	3	43	\$ 50	\$ 60
Women 35+ 1/2/3/4	3/\$225	12:34 PM	2	28.7	\$ 50	\$ 60
Masters 35+ 4/5	Prizes	12:36 PM	2	28.7	\$ 50	\$ 60
Men Cat 5	Prizes	12:38 PM	2	28.7	\$ 50	\$ 60

#### May 5, 2024 Criterium Schedule

Event	Start Time	Duration	Pre-Reg	Day of	Payout
Women Cat 4/5	8:00 AM	0:40	\$ 50	\$ 60	Prizes
Women 35+	st		\$ 50	\$ 60	3/\$225
Jr. Boys 9-12, 13-14	8:45 AM	0:20	\$ 20	\$ 30	Prizes
Jr. Girls 9-12, 13-14	st		\$ 20	\$ 30	Prizes
Men Cat 5	9:10 AM	0:30	\$ 50	\$ 60	Prizes
Jr. Boys 15-16, 17-18	9:45 AM	0:30	\$ 20	\$ 30	Prizes
Jr. Girls 15-16, 17-18	st		\$ 20	\$ 30	Prizes
Men Cat 4	10:20 AM	0:40	\$ 50	\$ 60	Prizes
Men 50+	11:05 AM	0:40	\$ 50	\$ 60	Prizes
Men Cat 3	12:15 PM	0:50	\$ 50	\$ 60	3/\$175
Masters 35+ Cat 4/5	1:10 PM	0:40	\$ 50	\$ 60	Prizes
Masters 35+ Cat 1/2/3	1:55 PM	0:50	\$ 50	\$ 60	5/\$250
Women Pro 1/2/3	2:50 PM	1:00	\$ 50	\$ 60	8/\$715
Men Pro 1/2	3:55 PM	1:00	\$ 50	\$ 60	8/\$715

**Directions:** Registration begins at 7:30 am in Riverside Park directly across from the Radisson Hotel at 200 Front Street (also called Harborview Plaza) La Crosse, WI 54601. The Radisson is right on the racecourse.

**Fees:** Second race day of for \$20

**Course:** <http://www.mapmyride.com/routes/view/68597592>

**Omnium Points:** Points will be awarded to the top 15 finishers in each stage. With 20 points being awarded to first place then decreasing by two points to sixth place, then one point thereafter until reaching 15<sup>th</sup> place which is awarded one point. Every finisher of the Hill TT will be awarded at least one point. In the case of a tie, Omnium placing will be determined by finish time in the Hill TT.

#### 2024 Omnium Prize list

May 3-5		
Event	Places	Payout
Jr. Boys 9-12,13-14	3	Prizes
Jr. Girls 9-12,13-14	3	Prizes
Jr. Boys 15-16	3	Prizes
Jr. Girls 15-16	3	Prizes
Jr. Boys 17-18	3	Prizes
Jr. Girls 17-18	3	Prizes
Men Cat 5	3	Prizes
Women Cat 4	3	\$50.00
Women Pro 1/2/3	5	\$40.00
Women 35+ 1/2/3/4	3	\$100.00
Masters 35+ Cat 4/5	3	\$75.00
Masters 35+ Cat 1/2/3	3	Prizes
Masters 50+	3	Prizes
Men Cat 4	3	Prizes
Men Cat 3	3	\$75.00
Men Pro 1/2	5	\$400.00

Preregistration is available at: <http://www.lacrosseomnium.com>

#### Omnium Points

Place	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Points	20	18	16	14	12	10	9	8	7	6	5	4	3	2	1

\* All finishers in the TT get at least one point. Ties are broken by TT time