

SATURDAY, JULY 25, 2026

EVENT OVERVIEW

The **Lake Country Triathlon** has become one of Wisconsin's premier triathlon events, attracting athletes from across the state, throughout the United States, and around the world. Since the race began, we've welcomed participants from all 50 states and five different countries. On **Saturday, July 25**, we look forward to hosting another incredible field of athletes for the **11th Annual Lake Country Triathlon**.

An event of this size is only possible because of the tremendous support we receive from our community. We are incredibly grateful for the hundreds of volunteers, local businesses, sponsors, emergency medical personnel, law enforcement agencies, municipal partners, and residents whose cooperation helps make this event a success. In addition to creating an unforgettable race experience, the Lake Country Triathlon brings hundreds of athletes and their families to Oconomowoc each year, providing a meaningful economic boost to our local hotels, restaurants, retail shops, and other businesses. Every year, we carefully evaluate and adjust our race routes to provide the safest possible experience for our athletes while minimizing the impact on the communities through which the course travels.

This guide has been created to help residents who may be affected by race-day road closures or increased traffic. We hope the information provided allows you to plan and make any necessary adjustments to your Saturday morning schedule. We sincerely appreciate your patience, understanding, and continued support as we showcase the beauty and hospitality of the Lake Country area to visitors from across the nation and around the world.

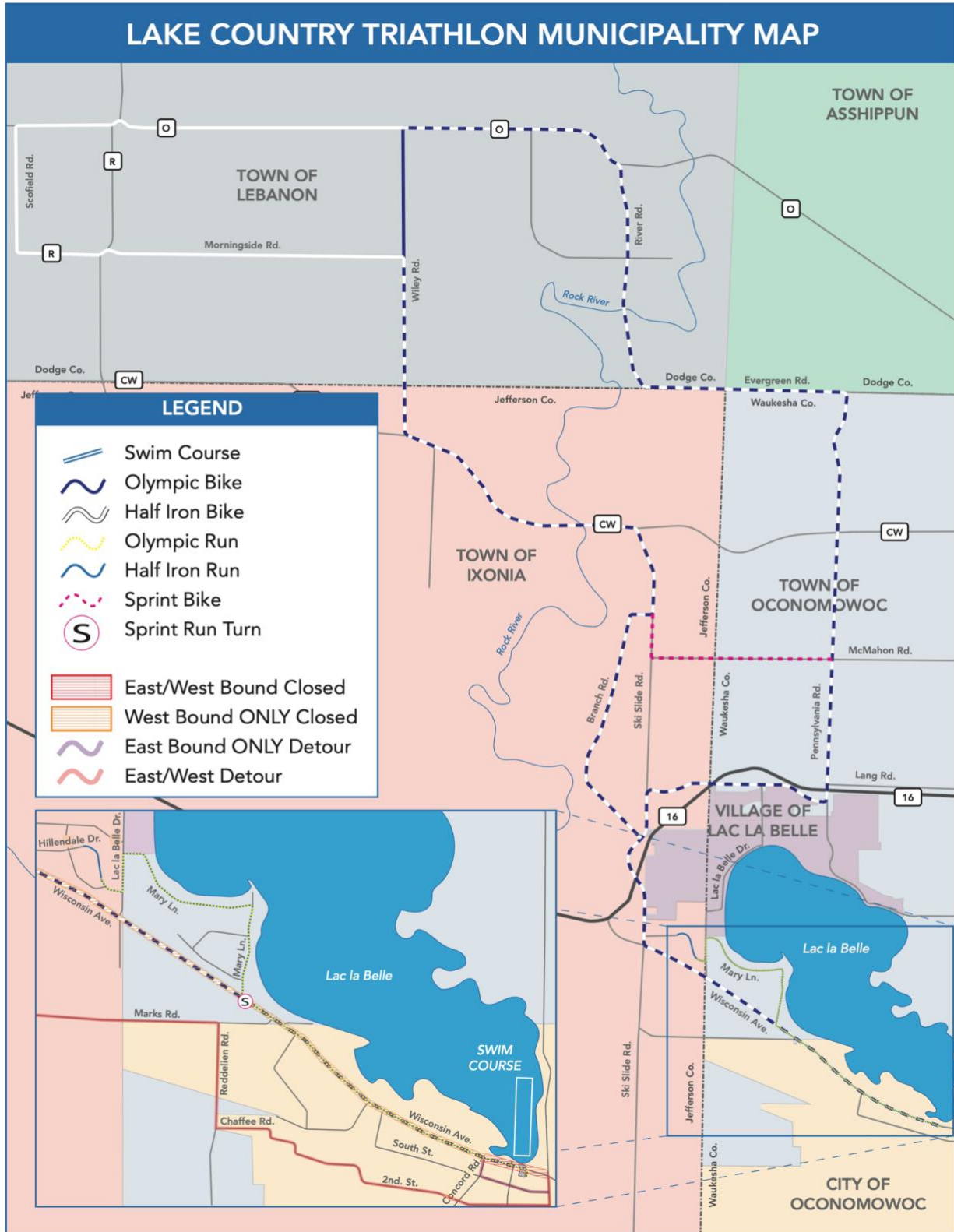
We invite residents along the course to come outside and help cheer on the athletes as they make their way through Oconomowoc. A wave, a clap, a cowbell, a handmade sign, or a simple "you've got this" can make a big difference to participants and helps create the kind of race-day atmosphere athletes remember. Oconomowoc is the hometown of Silver Circle Sports Events, LLC, and we are proud to showcase the community, hospitality, and support that make this city such a special place to host the Lake Country Triathlon.

If you have any questions regarding the event, traffic impacts, or road closures, please don't hesitate to contact **Alan Halfen, Race Director**, at alan@silvercirclesportsevents.com.

RACE CONTACTS:

- Pre-race Questions: Alan Halfen | alan@silvercirclesportsevents.com | 847-951-8990
- General Race Day Questions: Alan Halfen | 847-951-8990
- Race Day Bike Course Questions/Help: Shane Osborne | 262-468-6784
- Race Day Run Course Questions/Help: Sean K Osborne | 262-327-4472

COURSE OVERVIEW MAP:



WISCONSIN AVENUE CLOSURE DURING THE RACE:

Wisconsin Avenue Closure: On race day, West Wisconsin Avenue will be closed to all vehicle traffic between 4:00 a.m. and 3:00 p.m. Race staff will make every effort to reopen roads as soon as it is safe to do so, which may be before 3:00 p.m.

During the closure:

- Westbound Wisconsin Avenue will be closed from North Lake Street west to Ski Slide Road.
- Eastbound traffic will be permitted on Wisconsin Avenue to Concord Road, where vehicles will follow a signed detour via South Street.
- No vehicles may turn west onto Wisconsin Avenue or cross Wisconsin Avenue during the closure of the westbound lane. This restriction applies to all intersecting streets within the City of Oconomowoc.
- West Wisconsin Avenue from Main Street to Concord Road is completely closed to all traffic.



Merchant's Plat Neighborhood: The Merchant's Plat neighborhood, located north of Wisconsin Avenue, will remain accessible throughout the event. To help ensure the safety of both athletes and residents, we respectfully ask residents to limit vehicle trips between 4:00 a.m. and 3:00 p.m. whenever possible. Residents needing to leave the neighborhood should exit via Locust Avenue, where an Oconomowoc Police Officer will be stationed to safely assist vehicles across the race course.

Residents Along Wisconsin Avenue: Residents with driveways directly accessing West Wisconsin Avenue are asked to limit vehicle movements during the event whenever possible. If you know you will need to leave during race hours, we encourage you to park your vehicle on a nearby side street before the event begins.

If you must enter or exit your driveway during the race:

- Please use extreme caution and watch carefully for cyclists and runners.
- Vehicles may not travel westbound on Wisconsin Avenue.
- All exiting traffic must turn eastbound and follow the posted detour route.

South Side of Wisconsin Avenue: Residents on the south side of Wisconsin Avenue may exit their driveways during the event but may not turn westbound. All vehicles must turn eastbound and follow the posted detour signs.

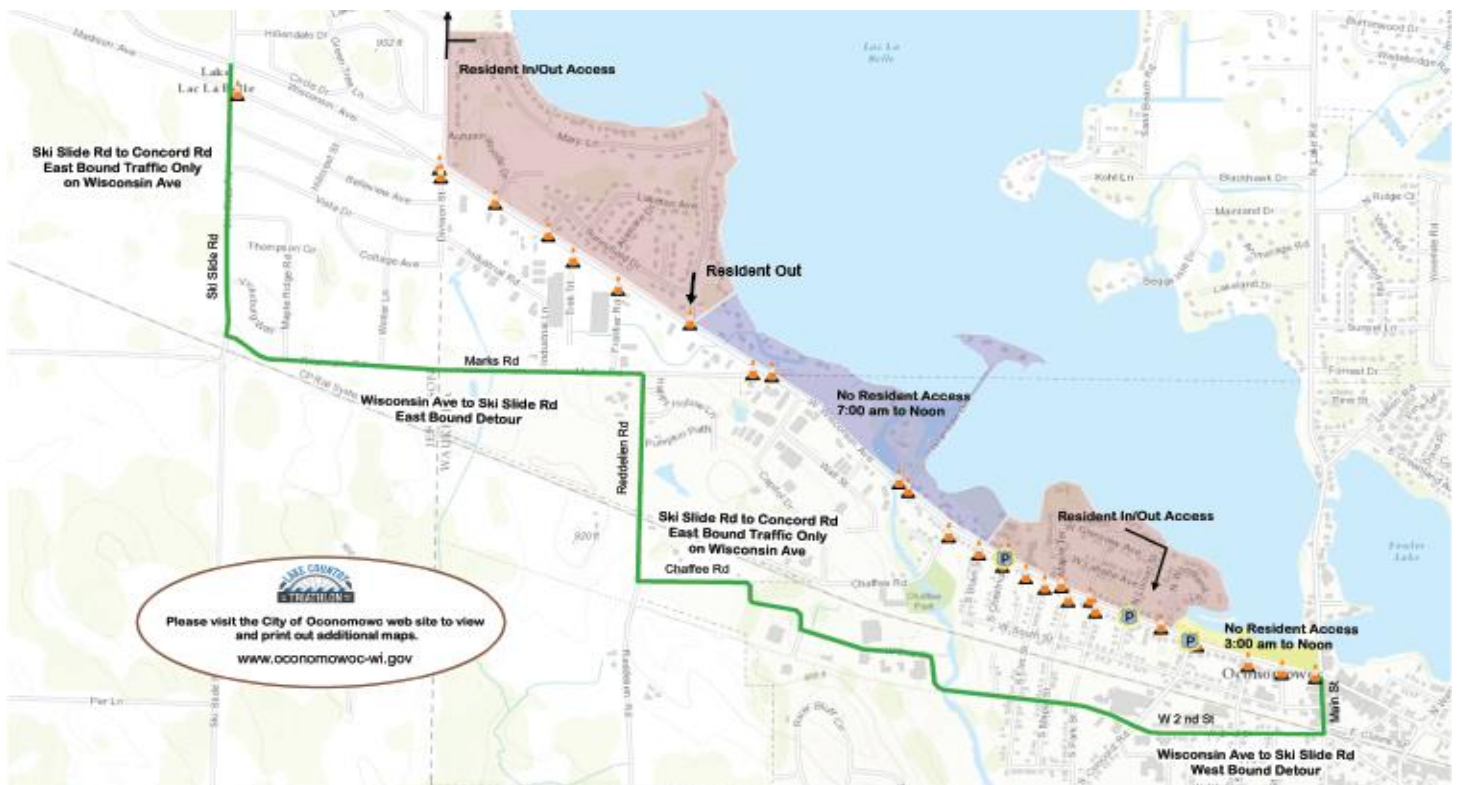
Village of Lac La Belle (Mary Lane Area): Residents living in the Village of Lac La Belle, particularly near Mary Lane, will also be affected by the race route and Wisconsin Avenue closure. Roads within the neighborhood will remain open for LOCAL RESIDENT TRAFFIC ONLY.

Residents have two options for leaving the neighborhood:

- Mary Lane to Eastbound Wisconsin Avenue – Residents may exit this way during the race. We simply ask that you work with the Run Course Manager and the Village of Lac Labelle Police Officer stationed at the intersection, who will safely assist vehicles across the race course.
- Ski Slide Road – Residents may also exit west via Ski Slide Road, providing access to Westbound Wisconsin Avenue and the posted detour that completely bypasses the race.

WISCONSIN AVE. DETOUR ROUTE:

To help motorists avoid the race course, a signed detour route will be in place on Saturday, July 25. We encourage all Oconomowoc through traffic to use this route whenever possible. Vehicles traveling eastbound should follow the posted detour: **Ski Slide Road → Rockvale Road / Marks Road → Reddelien Road → Chaffee Road / 2nd Street → Main Street**. From **Main Street**, motorists may continue into downtown Oconomowoc or proceed east on Wisconsin Avenue. Vehicles traveling westbound will follow the **same detour route in the opposite direction**. Please follow all posted detour signs and law enforcement officers throughout the event.



RACE IMPACTS ON DOWNTOWN OCONOMOWOC:

Parking Restrictions: No parking will be permitted on Wisconsin Avenue between Concord Road and North Lake Street from 4:00 a.m. until 3:00 p.m. on Saturday, July 25. Vehicles parked within this area during these hours are subject to ticketing and towing.

Lac La Belle Boat Launch: Because West Wisconsin Avenue will be closed at City Beach, vehicle access to the Lac La Belle Boat Launch will not be available between 4:00 a.m. until 3:00 p.m. on race day. The boat launch parking lot will also be closed during this time.

Oconomowoc Farmers Market: In support of the triathlon, the Oconomowoc Farmers Market has been moved to Friday evening, July 24, and will be held at Village Green in Downtown Oconomowoc from 4:00 p.m. to 8:00 p.m.

Bank Five Nine Access: The drive thru will remain open on Race Day Morning. Access the drive thru from south street. Reserved bank customer parking is also located in parking lot.

Community Center Parking Lot: The Oconomowoc Community Center Parking Lot will begin closing for race setup at 12:00 p.m. on Friday, July 24, with a full closure beginning at 3:00 p.m. The lot is expected to reopen by approximately 5:00 p.m. on Saturday following the conclusion of the event. Additional public parking is available throughout downtown Oconomowoc. Please observe all posted parking restrictions before and during the event.

City Beach Access: City Beach will remain open to the public throughout the event. We encourage residents and visitors to come out and experience the excitement of race day by cheering on the athletes. Please note that parking near City Beach will be extremely limited. Anyone planning to visit the beach or spectate should allow extra time and plan accordingly.



SWIM COURSE IMPACTS:

The swim portion of the Lake Country Triathlon will take place in the southeastern portion of Lac La Belle, adjacent to City Beach in Oconomowoc.

Swim Buoys & Boat Traffic: Swim course buoys will be installed on Friday, July 24, and will be removed promptly following the completion of the swim portion of the race at approximately 8:30 a.m. on Saturday, July 25.

Boaters are asked to use caution while navigating the area prior to race day, as the swim buoys will already be in place. During the race, the Oconomowoc Police Department will temporarily restrict boat traffic within the swim course area until all athletes have safely exited the water.

Request to Lakeshore Residents & Boaters: We respectfully ask residents with lake access in the vicinity of City Beach to limit boat activity between 6:00 a.m. and 8:30 a.m. on Saturday, July 25. We also ask all other boaters using Lac La Belle that morning to avoid the eastern portion of the lake until after 8:30 a.m., when the swim course has been cleared and normal boating activity may safely resume.

BIKE COURSE IMPACTS:

After leaving transition, athletes will travel west on Wisconsin Avenue before heading northwest through the scenic countryside of Waukesha, Jefferson, and Dodge Counties. All roads on the bike course will remain open to normal vehicle traffic. Motorists are asked to use extra caution and watch for cyclists between 7:00 a.m. and 11:00 a.m. on Saturday, July 25.

Traffic Control: Multiple law enforcement agencies and trained race personnel will be stationed at key intersections throughout the course to safely manage both athlete and vehicle traffic. We appreciate your patience if you experience a brief delay while cyclists pass through an intersection. Our goal is to keep traffic moving while providing the safest possible environment for everyone.

Course Clean-Up: Athletes will be instructed to dispose of bottles, wrappers, and other race-related items only within two designated Trash Zones located along the bike course. These designated disposal areas are a standard part of triathlon racing. Volunteers will monitor and clean the Trash Zones throughout the event, and dedicated cleanup crews will inspect the entire bike course immediately following the race. Our goal is to leave the course cleaner than we found it. If you notice any race-related litter after the event, please contact Sean K. Osborne at 262-327-4472. We will promptly send a cleanup crew to the area.

Thank you for your continued support of the Lake Country Triathlon. Your cooperation and patience make it possible for us to continue hosting this incredible event and welcoming athletes from across the nation and around the world to Oconomowoc each year. We couldn't do it without you.