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# **RIDE** FOR THE **ARTS**

## **2026 RIDE GUIDE**



# WHY WE RIDE



The United Performing Arts Fund supports 30+ diverse performing arts groups representing the best of music, dance, song and theater in Southeastern Wisconsin. As UPAF's largest annual fundraiser, your contributions to the Ride for the Arts make a significant impact on the health of local arts organizations and the cultural life of our region.

Our stages are full of local artists who lift us all by sharing their talents. They produce performances that inspire, challenge minds and stir emotions.

Education efforts result in confident and energized youth who use the arts as a springboard for lives filled with creativity. Outreach programs lead to shared experiences that connect people from all ages and backgrounds.

You play a critical role in ensuring that our exceptional local artists and groups will continue to positively impact our lives and communities. Thank you for supporting an energized and connected community.

## **HEALTHY BODIES, THRIVING ARTS!** WELLNESS, RECOVERY, AND CELEBRATION ALL IN ONE PLACE

This year, we're expanding our focus on rider health and wellness with interactive experiences throughout the event. Riders can enjoy heart health screenings, chiropractic services, stretching and recovery support from Milwaukee Ballet, and resources from partners including the American Diabetes Association, GLV Health, UW Madison Transplant Clinic, and the American Cancer Society. Together, these partners are helping create an energizing environment where riders can recharge, learn more about their health, and celebrate the performing arts community.

# SCHEDULE OF EVENTS

6 a.m.	Registration & Packet Pick Up Lines Open
6:30 a.m.	Start line festivities begin
7 a.m. - 11 a.m.	Hoan Loop Course is open to riders and closed to all vehicular traffic
7 a.m.	Officiated Start at the North Gate (Gate 1) of Henry Maier Festival Park
8 a.m. - 10:30 a.m.	Arts Path around Lake Shore State Park is open to riders
10 a.m.	Entry to the Hoan Bridge and Hoan Loop is closed (10:30 a.m. Hoan Bridge going South Bound Closed)
11 a.m.	All riders clear from the Hoan Loop Course
8 a.m. - 12 p.m.	UPAF Fest, the official after party, at the Uline Stage inside of Henry Maier Festival Park
9:45 a.m. - 11:30 a.m.	Post-ride stretch and yoga with Milwaukee Ballet

## PERFORMANCES FROM UPAF

Take in entertainment from the local artists you're riding to support! We welcome participants and community members to enjoy a lineup of entertainment from UPAF Members & Affiliates at the Henry Maier Festival Park.

### SCHEDULE OF PERFORMANCES:

#### ULINE MAIN STAGE

8:30 - 9:30 a.m.	DJ Mr. New York	11:00 - 11:15 a.m.	DJ Mr. New York
9:30 - 10:20 a.m.	Frogwater [Renaissance]	11:15 - 11:30 a.m.	Studio K Flamenco
10:20 - 10:25 a.m.	UPAF President & CEO Welcome	11:30 - 11:45 a.m.	UPAF President & CEO Closing Remarks
10:25 - 11:00 a.m.	Steel Pan Group [Present Music]	11:45 - 12:00 p.m.	Duet Pop-Rock [Skylight]

### ALSO FEATURING:

Bel Canto	Festival City Symphony	Milwaukee Youth Symphony Orchestra	Renaissance Theaterworks	Studio K Flamenco
Black Arts MKE	Milwaukee Chamber Theatre	Next Act Theatre	Salsabrositas	Wisconsin Conservatory of Music
Danceworks	Milwaukee Symphony Orchestra	Present Music	Skylight Music Theatre	

### BIKE VALET INTERSTATE PARKING COMPANY

Bike Valet will be available outside the Henry Maier Festival Park from **8 a.m. - 12 p.m.** You are responsible for your personal property; bike locks will not be provided. The Bike Valet is sponsored by Interstate Parking Company. You **MUST** claim your bike no later than **12:30 p.m.**

### PERSONAL STORAGE

Personal storage lock up will be available outside of the Henry Maier Festival Park from **8 a.m. - 12 p.m.** You are responsible for your personal property and your ticket. You **MUST** claim your belongings no later than **12:30 p.m.**

### FOOD & BEVERAGE AVAILABLE FOR PURCHASE AT UPAF FEST, FEATURING:

Tots on the Street Food Truck    Bobalou Gourmet Pretzels and Soft Frozen Lemonade    Sil's Mini Donuts

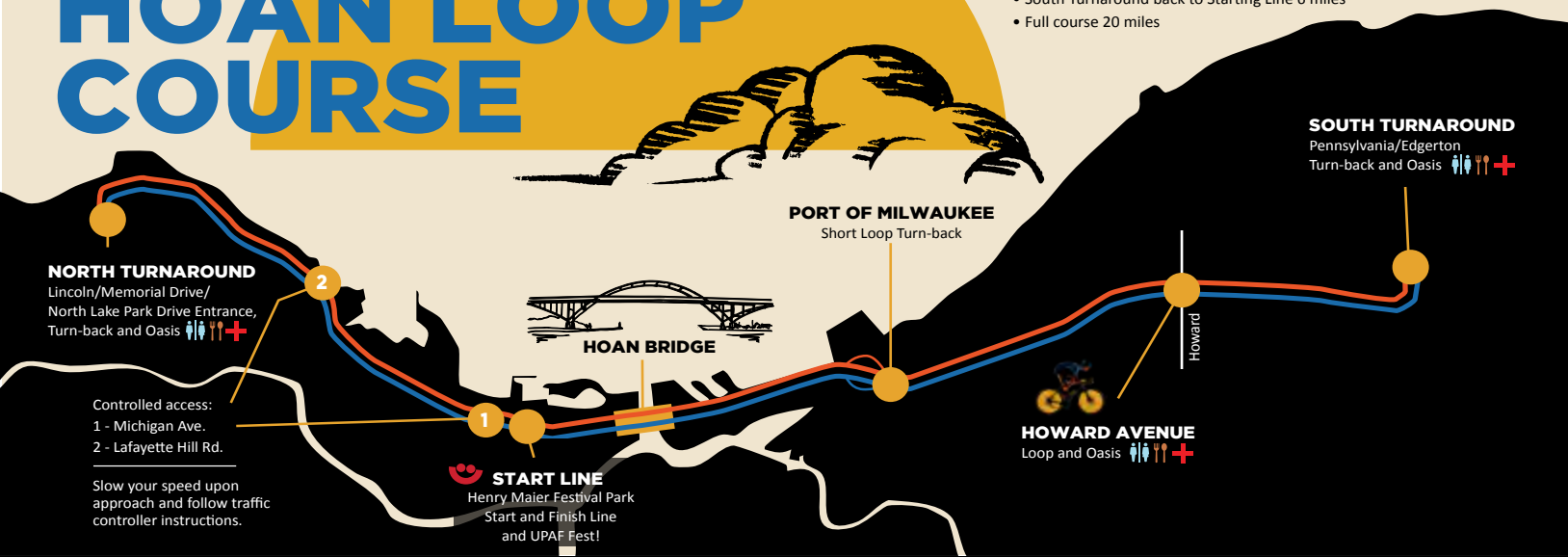
Additional food and beverage available for purchase at the Finish Line Party (all will be cashless). For other items, ATMs will be available.

# UNITED PERFORMING ARTS FUND RIDE FOR THE ARTS HOAN LOOP COURSE

**NORTHBOUND**  
**SOUTHBOUND**

Mileage/distance indicators

- Starting line to north turnaround 3.3 miles
- North turnaround to Hoan Bridge 4.3 miles
- Hoan Bridge to Port of Milwaukee 1 mile
- Port of Milwaukee to Howard Ave 1 mile
- Howard Ave to South Turnaround 1.7 mile
- South Turnaround back to Starting Line 6 miles
- Full course 20 miles



The starting line is located at the Henry Maier Festival Grounds outside of the Summerfest near the North Gate (Gate 1). FREE parking is available in lot H and lot P (see schematic on next page).

**START/FINISH:** Located at Lincoln Memorial Drive and N Harbor Dr. Available at this location: Port-a-potties, registration, UPAF Merchandise table, beverages. NEW this year: tunes from Milwaukee's very own DJ Lolo. 🚻🚰🚰+

**NORTH TURNAROUND:** Located at Lincoln Memorial Drive and North Lake Park Road. Available at this location: Port-a-potties, snacks and beverages, and Medical Support. Be aware of construction and single-lane conversions. 🚻🚰🚰⚠️

**HOAN BRIDGE:** Enjoy the views from the bridge and some tunes from Milwaukee Airwaves, but PLEASE KEEP MOVING! For everyone's safety, pull to the side if you want to soak it in the moment.

**PORT OF MILWAUKEE:** Starting at the North Turnaround, reverse at the Port of Milwaukee Exit for a 7-mile loop.

**HOWARD AVENUE:** Take a break on the course at Howard Avenue in St. Francis. Available at this location: Port-a-potties, snacks and beverages, and Medical Support. 🚻🚰🚰+

**SOUTH TURNAROUND:** Located at Pennsylvania Avenue and Edgerton Avenue in Cudahy. Available at this location: WI Bike Patrol for repairs & other needs.

## SUGGESTED ROUTE OPTIONS:

### 7 MILES

Starting Line to the North Turnaround and back

### 12 MILES

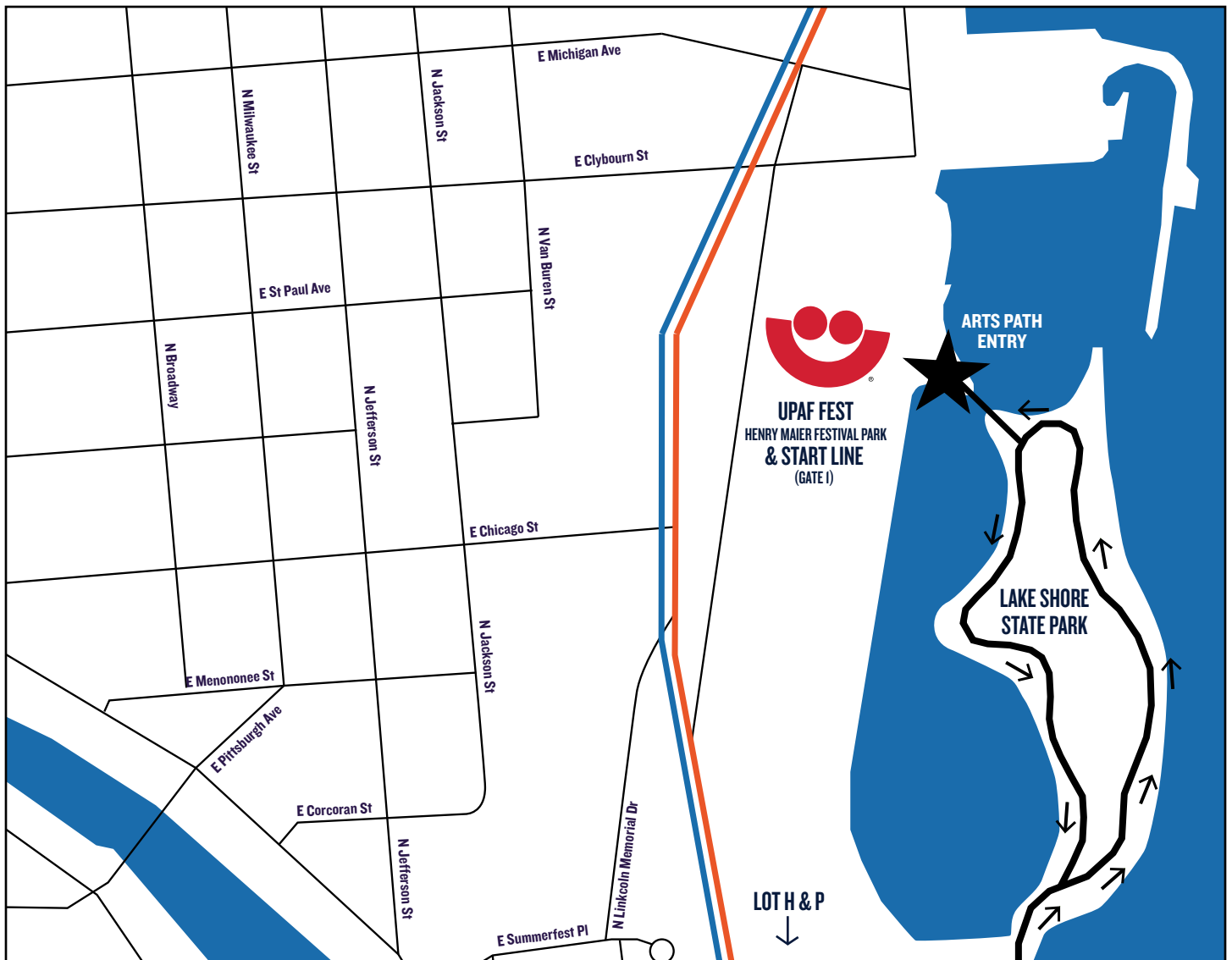
Starting Line to the North Turnaround to Port of Milwaukee and back

### 15 MILES

Starting Line to the North Turnaround to Howard Avenue and back

### 20 MILES

Starting Line to the North Turnaround to South Turnaround and back



## THE HOAN LOOP COURSE

The Hoan Loop Course is unique in that it is entirely void of vehicular traffic. Aside from law enforcement and medical support, all 20 miles are yours to enjoy. Whether you plan to set a personal record pace or cruise with the family, we as that you follow the Rules of the Hoan.

## ARTS PATH

Enjoy the Arts Path around Lake Shore State Park's Hank Aaron State Trail. This 1.5 mile path features breathtaking views of Milwaukee and Lake Michigan, perfect for riders of all abilities and ages!

## IMPORTANT

To ensure the course is clear by 11 a.m., entry to the Hoan Loop Course will be closed at 10 a.m. going southbound and closing at 10:30 a.m. going northbound.

## FREE PARKING IN LOT H AND P

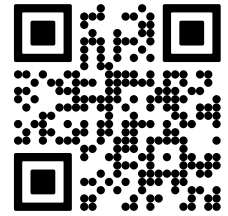
Located at the South Gate of Henry Maier Festival Park, 642 E Erie Street. Please arrive early.

## RULES OF THE HOAN

- Share the road — Fast riders stay left, slower riders to the right
- When passing — Announce “passing left/right”
- Slow down for the two North and South turnbacks
- Follow volunteer instructions/directions — They are there for your safety!
- Please **DO NOT STOP** on the Hoan Bridge unless you have a mechanical issue with your bike. Feel free to pull to the side to enjoy the moment.
- Helmets are required for all riders

# WHO WE SUPPORT

UPAF funding plays a vital role in sustaining the work of our Member organizations & Affiliates, helping ensure they can continue creating, performing, educating, and inspiring throughout our community. As UPAF's signature fundraiser, the Ride for the Arts directly supports the strength and sustainability of Southeastern Wisconsin's arts and culture ecosystem. Every contribution made through the Ride helps power a vibrant cultural community and supports the organizations that enrich our region year-round.



**DONATE TODAY!**

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## UPAF CORNERSTONE MEMBER GROUPS



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## UPAF MEMBER GROUPS



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## UPAF AFFILIATES

Above the Clouds

Bembé Drum and Dance

Festival City Symphony

Frankly Music

Kids From Wisconsin

Latino Arts

Marcus Performing Arts Center

Milwaukee Jazz Institute

Milwaukee Opera Theatre

Milwaukee Youth Theatre

Racine Symphony Orchestra

Sharon Lynne Wilson Center for the Arts

Studio K Flamenco

TBEY Arts Center, Inc.

Waukesha Civic Theatre

Wild Space Dance Company

Wisconsin Conservatory of Music

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