

**GRAND JUNCTION CITY COUNCIL  
WEDNESDAY, NOVEMBER 4, 2015**

**WORKSHOP, 5:30 P.M.  
CITY HALL AUDITORIUM  
250 N. 5<sup>TH</sup> STREET**

*To become the most livable community west of the Rockies by 2025*

**1. USA Pro Cycling**

[Supplemental Documents](#)



# USA Pro Challenge Overview

November 4, 2015

# Event Overview

- Annual stage race in CO
- Top international cyclists
- 2016 will be 6<sup>th</sup> year
- Produced by Medalist Sports



# Overall Start Town Request



- 2016 Overall Start Town (Steamboat Springs in 2015)
- Event dates Aug. 15 – 21
- Includes start and finish

# Host Requirements

- LOC
- Hotel room nights
- Meals for teams
- Public works
- Space
- Production
- Event Volunteers



# Media Coverage



- 175+ countries/territories
- TV – 30 hours nationally, 40 internationally
- Web
- Social Media (FB, Twitter, YouTube, etc.)
- Tour Tracker

# Host Community Benefits

- Media exposure
- Sponsorship
- Hospitality
- Start/Finish Festival(s)
- Economic impact
- Future tourism
- Ancillary events
- Community promotion



## USA Pro Challenge Executive Summary

### About the USA Pro Challenge:

- Annual Road cycling event held in multiple communities in the State of Colorado produced by event management company Medalist Sports out of Peach Tree City, GA
- 2016 is the 6<sup>th</sup> year of event, drawing 128 top cyclists from 16 national and international teams
- Largest annual spectator event in Colorado, sanctioned by USA Cycling and International Cycling Union

### 2016 Event Details:

- August 15 – 21, 2016 (Riders will likely come straight from the Olympic Games in Rio de Janeiro)
- Medalist asking our community to serve as the Overall Start Town (Steamboat Springs in 2015)
- Overall Start Town race is Monday, August 15 and includes a start and finish in the community

### Community Responsibility:

- Local Organizing Committee (LOC) with sub-committees and event volunteers
- Approximately 1870 hotel room nights
- Food & Beverage including team meals, media lunch and start/finish crew
- Public Works (Including traffic control, permitting, street sweeping, trash and police)
- Variety of spaces including media rooms, conference space, training, official work rooms, parking, etc.
- Production, VIP, Finish/Start Set-Up – Information technology/data connectivity, etc.

### 2014 Media Impression Statistics *(2015 data still being collected):*

- Coverage in 175+ countries and territories
- 30 hours of national TV coverage, 40 hours of international TV coverage
- 883,000 Prochallenge.com site visits, 2.5 million page views
- Facebook - 100,100 likes, 99.2 million impressions, Twitter - 26,000 followers, 45.1 million impressions, YouTube - 208,257 minutes watched
- Tour Tracker - Viewers from 198 countries, 254,000 online viewers, 12.7 million commercial impressions, more than 3.5 million mobile screen views

### Deliverables for Community:

- International media exposure through TV, video, radio, social media, print, digital, etc.
- Local sponsorship packages with VIP experiences
- Race hospitality opportunities
- Start/Finish Festival
- Economic impact of tour entourage (1,000 people)
- Future tourism
- Special ancillary events (i.e. Community Criterium, bike safety classes, etc.)
- Promotion of area through interviews of key community officials
- Promotion of city initiatives/charities