

GRAND JUNCTION CITY COUNCIL WORKSHOP SUMMARY
November 4, 2015 – Noticed Agenda Attached

Meeting Convened: 5:37 p.m. in the City Hall Auditorium

Meeting Adjourned: 6:29 p.m.

City Council Members present: All except Barbara Traylor Smith and Duncan McArthur

Staff present: Moore, Kovalik, Romero, Shaver, Schoeber, Lanning, Peterson, and Tuin

Also: Jen Stoll, Ed Chamberlin, Yeulin Willet, Scott Mercier from the Organizing Committee

Council President Norris began the meeting and then deferred to Councilmember Rick Taggart who introduced the item.

Agenda Topic 1. USA Pro Cycling

Councilmember Taggart said Medalist Sports, LLC who manages the USA Pro Cycling Challenge, which is a premier road cycling event, would like Grand Junction to host Stage 1, the official start, of the 2016 Race which will be August 15th; in anticipation, they invited community leaders to observe the 2015 race which he and some others did. Information was given regarding 2016 cycling events (Tour de France, The Olympics, and the Tour of Utah) and how they would feed into and benefit the community that will host the start of the 2016 Pro Challenge.

He introduced members of the local Organizing Committee that were present and Jen Stoll, Executive Director of the Greater Grand Junction Sports Commission. Ms. Stoll began her presentation by listing the number of teams and riders that participate, and explained the race will go through various Colorado communities and end in the Denver area; aside from the final stage, Stage 1 is the most lucrative to host.

Scott Mercier said the route would be about 110 miles and mentioned some possible local routes which could include the downtown area. They would like to include the Colorado National Monument, but noted they do not have control over that decision. However, the National Park Service will be celebrating its 100th year in 2016 and they are opening other parks to bicycling events as part of their promotion. Ms. Stoll said even though the Monument may not be a part of the race route, they spoke with Medalist Sports about marketing around it since it is an asset of the area.

Councilmember Kennedy asked what type of television coverage the event would have. Mr. Mercier said there would be coverage, but he did not know which network would air the race.

Council President Norris asked if there would be much interest in this race since it would be held after the Olympics. Mr. Mercier said no one could be sure, but he felt with the Olympics being held in the western hemisphere (Rio De Janeiro) it should enhance rider interest in this race attracting Olympians (possibly 12 or more) and the riders would still have an obligation to their trade teams for the remainder of the cycling season.

Ms. Stoll continued her presentation and listed the event hosting requirements; media coverage, media statistics, apps, and how this event would impact and promote the community (see Executive Summary she provided).

Council President Norris asked if the City would need to furnish the required hotel nights and if all meals would need to be provided for the full entourage (about 1,000). Ms. Stoll said the host community would need to cover the cost for the hotel rooms, which could be done through a variety of means (sponsorships, in kind donations, etc.) and the number of people would vary for each meal with only a few being for the entire entourage; these would be the most significant costs to the community.

Councilmember Chazen asked if the surrounding municipalities had been contacted regarding support and logistics since the proposed race routes would span the valley. Ms. Stoll said no, this is their initial proposal and clarified that Medalist Sports would be responsible for working with the Colorado Department of Transportation regarding access to state and federal roadways. Ms. Stoll said she would arrange an Organizing Committee meeting with the other municipalities and locals hotels to gauge their interest.

Councilmember Chazen said some Colorado host communities had fewer visitors than estimated. He asked what the residual effect of the race would be for the significant investment. Ms. Stoll said she didn't know, but she did speak with the Cities of Gunnison and Steamboat Springs and their feedback was very favorable specifically regarding the marketing and branding aspects.

Councilmember Chazen expressed concern regarding the organization's management and ownership and that the event fell short of some host communities' expectations.

Mr. Mercier acknowledged there are some uncertainties surrounding this event and it would be a sizable community investment with no guaranteed residuals, but felt this event would be a worthwhile Economic Development (ED) expense for the valley as it would be the largest event held here in 20 or more years which would be a favorable step toward exposing the area to the outdoor enthusiast, a target demographic in the ED plan. He explained the difference between participant and spectator events and noted the Epic Off-Road event is a participant event.

Council President Norris asked Mr. Mercier what he felt the total investment needed would be. Mr. Mercier said the total investment would be around \$300,000; he felt aspects of the contract could be negotiated and other partnerships could be built to help offset some of the costs to the public sector, however the City's portion would probably be the biggest.

Councilmember Taggart said Ken Gart who is involved with the Governor's office regarding this event and is a Powderhorn owner and a potential owner of this tour, may be willing to help negotiate as this event would also benefit him.

Representative Willett explained how the host communities are promoted during the race.

Councilmember Kennedy said the big picture of worldwide exposure could be lost if only the financial outlay was looked at. Discussion ensued regarding how much this would benefit the City, how much the City's portion would be, how much local support there would be (all types), and when a decision would need to be made.

Ms. Stoll said, at this point, Medalist Sports is simply asking if the community has a sincere interest in hosting this event; no dollars would be tied to that declaration.

A decision was not made; they will request an extension from Medalist Sports.

With no further business, the meeting was adjourned.

GRAND JUNCTION CITY COUNCIL
WEDNESDAY, NOVEMBER 4, 2015

WORKSHOP, 5:30 P.M.
CITY HALL AUDITORIUM
250 N. 5TH STREET

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

1. USA Pro Cycling

[Supplemental Documents](#)