

**GRAND JUNCTION CITY COUNCIL
MONDAY, NOVEMBER 30, 2015**

**WORKSHOP, 5:00 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 Challenge

[Supplemental Documents](#)

2. Other Business

[Supplemental Documents](#)

3. Board Reports

November 30, 2015

The Honorable Phyllis Norris, Mayor of Grand Junction
And Members of the Grand Junction City Council
250 North 5th Street
Grand Junction, CO 81501

Dear Mayor Norris and Members of the Grand Junction City Council,

Thank you for allowing us to bring forth the opportunity for the Grand Junction community to serve as the Overall Start Town for the 2016 USA Pro Challenge bicycle race and your interest in this event.

Our commitment as a community and the commitment of the City of Grand Junction are expressly contingent on all of the issues surrounding the race (ownership, TV, sponsors etc.) being resolved. Further, the request of the City of Grand Junction is very specific and will not increase.

We would like to address a number of concerns that arose out of our previous discussions and provide the enclosed proposal for council's consideration at your meeting scheduled for Monday, November 30, 2016.

Concerns addressed by the local organizing committee:

1. **Community support** – The outpouring of support from the community has been overwhelming. To date, more than \$95,000 has been pledged by a diverse cross-section of citizens, business owners and organizations alike.
2. **Event ownership** – A new ownership/investment group for the event is in place, led by CEO, Shawn Hunter. The group is currently going through the process of transfer of assets.
3. **Title sponsorship** –The USA Pro Challenge has not yet secured a title sponsor, as the focus is currently on the investment group and existing partners. This does not have a direct bearing on the future of the race with the ownership in place. The race has occurred without a title sponsor since its inception.
4. **Television contract** – Though network discussions have already begun, a final television contract will not be in place prior to the announcement of host cities. However, the Pro Challenge has verbalized a network and reputable cable channel will be provided. It has every year in the past and is the single biggest expense of the race. Overall national sponsor contracts require it as will local host destination contracts.
 - a. The USA Pro Challenge has a global television distribution platform to 200 countries and territories worldwide and owns the rights and production of 100% of the broadcast including the content, features, announcer scripts, stories, billboards and all product Integration. In 2015, the Pro Challenge featured 50 hours of domestic and 40 hours of international broadcast coverage. Largest NBC ratings to date (Stage 7).
5. **Marketing content control** – We have confirmed with the Pro Challenge that we do have creative control over the content, messages and imagery used for vignettes associated with our community. The Pro Challenge produces the spots based upon the community's desires and their direct input. They provide the broadcast announcers with scripted community talking

points (provided by the LOC) and work with local officials to obtain the desired footage of the community.

6. **Agreement** – The agreement with the USA Pro Challenge will be entered into by the Greater Grand Junction Sports Commission, not by the City of Grand Junction. The City of Grand Junction will work directly with the sports commission.

It will take time to have definitive answers to some of these items, but be assured the LOC is managing these key components with the assistance of the Greater Grand Junction Sports Commission. We will gladly address any questions in advance or during the November 30th meeting.

Sincerely,

The 2016 USA Pro Challenge Local Organizing Committee

2016 USA Pro Challenge Overall Start Town: REVISED City of Grand Junction Investment Proposal

Please consider the following investment for the Grand Junction community to host the 2016 USA Pro Challenge:

A. \$50,000 Cash Investment.

- Cash contribution is to be for the use of the local organizing committee to offset hard costs associated with hosting the event.
- No cash contribution will be given to the USA Pro Challenge.
- Check will be made out directly to the Greater Grand Junction Sports Commission.

B. Up to \$35,000 In-Kind Support.

- In-kind support detailed on the following page.

REVISED

2016 USA Pro Challenge: City of Grand Junction In-Kind Service Request

1. Public Safety

- a. Police Services
 - i. Labor, Safety, Traffic/Crowd Control
 - ii. Devices*
- b. EMT/EMS
 - i. Labor on Race Day

2. Public Works

- a. Waste Management
 - i. Service
 - ii. Receptacles* (roll-offs, dumpsters, gray water)
 - iii. Recycling Program
- b. Street Services
 - i. Devices, Cones, Barricades, Message Boards*
 - ii. Sweeping
 - iii. Repair/Restoration
- c. Equipment, Power and Water*

3. Event Permitting

- a. Parking
- b. Liquor
- c. Street Closure
- d. Occupancy
- e. Special Event
- f. Sales Tax
- g. Fire Safety/Temporary Structure

4. Space Rental

- a. Space Usage:
 - i. Interior – Race Office, Staff In-Processing, Media Work Room, Press Conference Area, Kickoff Press Luncheon/Reception, Meeting Space, Staff Meeting Space, Classroom Space, Delivery Receiving Space
 - ii. Exterior – Production Compound Space, Finish Line Officiating Stage, VIP Hospitality Area
- b. Labor
- c. Set-Up Requirements (Tables, Chairs, Linens, Signage, Audio/Visual, Risers, Stage, Podium, WiFi, etc.)

5. Parking Space Usage

- a. Vehicle Processing Lot
- b. VIP Parking
- c. Finish Festival Parking
- d. Media Parking
- e. Crew Parking

**Estimated In-Kind
Contribution:**

\$35,000

**As City has available*

2016 USA Pro Challenge Funding Breakdown - Revised 11/30/15

| | | |
|---|---------------------|--------------|
| Estimated Cost | \$ 400,000.00 | A |
| Confirmed Raised | | |
| Community Pledge Support | \$ 95,500.00 | |
| CMU In-Kind Housing | \$ 146,000.00 | |
| Sodexo Team Breakfasts | \$ 13,200.00 | |
| | \$ 254,700.00 | B |
| In-Kind Commitments | | |
| CanyonWind Cellars (<i>Wine</i>) | \$ 10,000.00 | |
| Networks Unlimited (<i>Technology</i>) | \$ 10,000.00 | |
| | \$ 20,000.00 | C |
| Request from City of GJ | | |
| Cash | \$ 50,000.00 | |
| In-Kind | \$ 35,000.00 | |
| | \$ 85,000.00 | D |
| Leads in Progress | | |
| DDA | TBD | |
| DDA In-Kind | TBD | |
| City of Fruita Cash | TBD | |
| City of Fruita In-Kind | TBD | |
| Mesa County | TBD | |
| Town of Palisade | TBD | |
| Gateway Canyons | \$ 20,000.00 | |
| Community Hospital (<i>Add'l sponsorship</i>) | \$ 20,000.00 | |
| | \$ 40,000.00 | E |
| Total excluding Leads in Progress | \$ 359,700.00 | G = B+C+D |
| Balance excluding Leads in Progress | \$ 40,300.00 | A - G |

11/30/2015

Fwd: Homeless and Vagrancy Committee Meeting

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From: Belinda White
To: Homeless and Vagrancy Committee
Date: Wednesday - November 25, 2015 3:22 PM
Subject: Fwd: Homeless and Vagrancy Committee Meeting
Attachments: TEXT.htm; 2015-11-17 GJ scope [2].docx

LORA

Belinda White
Administrative Specialist
City of Grand Junction
Administration
(970) 244-1508

>>> Tim Moore 11/25/2015 3:20 PM >>>

All,

In anticipation of our meeting next Monday I wanted to include a couple of things for your review before we meet. First is the attached scope of work for the Grand Junction Homelessness Needs Assessment. Next is an email (below) from Bill Wade of Homeward Bound discussing the funding challenges they are having. Thanks you all and have a nice Thanksgiving, Tim

>>> William Wade <wwade@hbgv.org> 11/10/2015 9:44 AM >>>

Tim - appreciate the bad news - I left you a voicemail yesterday morning detailing the situation - but I wanted to put it on paper as well. Last week I went on camera to detail the fact that we get no actual support from either the municipality or the county in which we are resident. We are the only major shelter in Colorado that gets no support. The issue is not complex - it is purely financial. Our Bed nights are up to 53 thousand - an increase of 7% last year - we serve 112,000 meals - and our occupancy by families is up 30%.

In 2015's fiscal year - 9/2014 thru 9/2015 - we had an operating loss of over 50K - we made up that loss by depleting our reserve account by 60%. Our projected operating loss for fiscal year 2016 has been reduced to approx. 45K. If we receive no additional funding to make up that loss - our total reserves will be gone by mid-2016. Should neither the city or the county accept any responsibility to provide some support - we will of course appeal to the people for help. But as a board we have a fiduciary responsibility to cease operations if they cannot be funded. That would place the responsibility for dealing with this issue squarely back on the plate of the city and county to pay for the 500K of services we provide.

In addition - every single one of the private foundations we go to for support asks the same question - What ongoing support are you receiving for shelter operations from the city and county. We always answer that by referencing CSBG grants - which are federal pass thru dollars and the vocal support we get from the mayor - staff and council. Frankly, that answer no longer works - Why should Boettcher, Gates, Daniels and the other foundations expand their support if our own governmental agencies provide no support.

In the past 24 months we have raised 275K to remodel the existing facility- raised 8.9 million in LTC credits to finance Pathways Village - and we continue to seek funds for the Family Center. But as a board we will have no alternative but to lay off the staff and cease operations if we cant make North Avenue at least break even. The apartments will get built regardless, but the housing and support situation will be pretty sad in this valley when we are forced to close our doors and put those people on the streets.

I think you are very aware of how deeply I personally care about this issue - and how grateful I am for the advice and counsel you and our city officials have given to HomewardBound, but the situation can no longer just be left unaddressed. Either we find a solution or we have no alternative but to cease providing services to our most vulnerable population.

I would appreciate the opportunity to talk with you directly and show you our costs and numbers in detail before we take other steps. I look forward to hearing from you as soon as possible. WNW