

**GRAND JUNCTION CITY COUNCIL WORKSHOP SUMMARY**  
**November 18, 2015 – Noticed Agenda Attached**

Meeting Convened: 5:30 p.m. in the City Hall Auditorium

Meeting Adjourned: 6:42 p.m.

City Council Members present: All, Barbara Traylor Smith arrived at 5:35 p.m.

Staff present: Moore, Shaver, Bowman, Camper, Romero, Ranguet, and Kemp

Also: Jennifer Stoll, Scott Mercier, John Hopkins, Vara Kusal, Ed Chamberlain

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Council President Norris opened the meeting and noted no public comment would be taken. She then deferred to Councilmember Taggart.

Agenda Topic 1. USA Pro Cycling Challenge

Councilmember Taggart said Medalist Sports, LLC who promotes and manages the USA Pro Cycling Challenge asked Grand Junction to host the 6<sup>th</sup> annual Start/First Stage of this race. He reviewed the Executive Summary handout emphasizing the anticipated media coverage. He felt this event fit in with Council's goal for increased Economic Development due to the national and international media exposure. The Local Organizing Committee (LOC) is asking the City to submit a letter of interest to Medalist Sports, LLC (MS) and contribute \$150,000 toward the event; he believes the advertising value to the City will be worth much more.

Ms. Stoll explained the City's \$150,000 contribution could be a combination of cash and in-kind contributions and could be offset by other community sponsorship and/or contributions.

Councilmember Traylor Smith asked which partners are interested in supporting the event. Mr. Hopkins and Councilmember Taggart said the businesses which are part of the LOC along with the Visitor and Convention Bureau and Grand Junction Economic Partnership; the LOC was hoping to confirm the City's support before approaching more businesses because they felt until the Tour is awarded, the LOC can't ask for help. Councilmember Taggart said there is also a sponsorship constraint, in that if the Tour has a sponsor for a product, the host city cannot ask for sponsorship from a company that sells the same type of product (e.g. vehicle, fast food); it is not yet known how many exclusive product categories there will be. Concern was expressed that the Tour does not have a title sponsor yet; if one is not garnered, the Tour will not be held. Mr. Mercier said if that happened, the City would not be out anything.

Ms. Stoll explained the Sports Commission would be the backbone of the event even though other committees would be responsible for specific aspects of the Tour including the numerous volunteers that would be required. Interim City Manager (ICM) Moore also named some of the City services that would be required for this type of event.

There was discussion on the following: how many volunteers would be needed (dependent on a variety of factors including the course route), will the Tour be dependent on the use of the Colorado National Monument (no), will the Tour be held at a good time of year for the area (during peak season, a week before Peach Fest), what type of media coverage is typical (national and international (Sky and

Eurosport) television and cable), who would the City contract with (the LOC), why aren't past Western Slope host communities hosting again (they were not approached by MS, but many said they would host again), and has the County committed to financial support (meetings have been scheduled, but not held).

Mr. Mercier spoke to the prospective business and exposure opportunities of holding a stage of the Tour. He also noted there are Front Range interests working to help the City succeed with this; if the City says no, there could be a political cost. He appealed to Council saying he felt this is the right time and the right opportunity.

Councilmember Taggart explained that although the television coverage is not yet contracted, MS knows this is the most important component for sponsorship. Concerns were expressed the Tour would only have non-prime time cable coverage. Councilmember Taggart said specifics of the media coverage should be addressed in a contract.

Specific points were discussed on how the LOC would make the Tour a more successful event for Grand Junction than the City of Durango was able to do: make and follow up on Economic Development contacts, use hotels (not a school), ensure Stage 1 would both start and finish in the valley, and not have the City guarantee to make up sponsorship shortfalls.

Councilmember Taggart asked the City to give the LOC the authority to send a letter of interest to MS which would include the City's support of \$150,000.

Discussion ensued regarding what the cost to the City would be both for cash and in-kind services since the budget was so tight and which municipalities would be involved; Downtown events typically cost \$10,000 a day.

Many on City Council said they would like to see the LOC get pledges from the community to show how much local support the event has. Mr. Hopkins expressed concern the LOC does not have enough time to raise that amount of support from the community. He then reiterated what a good opportunity it is to be able to host Stage 1 and how, after four years in Colorado; the Tour is better able to identify host communities that will be a big draw for spectators and provide good visuals for the media coverage.

Council decided not to move forward at this time and agreed they would like to see how much community support there is. Councilmember Chazen also asked for firm commitments regarding sponsorships and media coverage.

With no further business, the meeting was adjourned.

**GRAND JUNCTION CITY COUNCIL  
WEDNESDAY, NOVEMBER 18, 2015**

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

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

1. **USA Pro Cycling Tour**

[Supplemental Documents](#)