



Memorandum

To: Vail Town Council

From: Economic Development Office

Date: November 7, 2017

Subject: Colorado Classic & Velorama Festival - Vail Stage 2018

Action Requested: Information and discussion only. No formal action required.

Timeline: Since the announcement of the Colorado Classic, staff has had informal conversations with the organizers in an effort to learn more about the event and its future plans. The Vail Valley Foundation (VVF) informed staff the week of October 16th that they had received an RFP from the Colorado Classic for one or two stages to take place in Vail in 2018. The VVF and staff have had multiple meetings and conversations regarding the RFP's logistics, financial considerations, and details over the past two weeks.

Staff presented the event concept to the CSE at their regular meeting on Wednesday, November 1, 2017. The CSE was very receptive of the event and offered to support it however needed.

Background: Professional cycling returned to the State of Colorado with the Colorado Classic & Velorama Festival taking place over four days in August 2017. The Colorado Classic race included four stages; Colorado Springs, Breckenridge, and two days in Denver. The Velorama Festival in Denver included headliner music acts Wilco and Death Cab for Cutie, a large expo, local breweries, local food, and additional ancillary events.

The event returns for its second year in 2018 over four days from August 16 – 19. This weekend in August was identified by a VLMDAC task force as a “need weekend” in terms of increasing occupancy rates in the Town of Vail.

The event producers are currently solidifying the 2018 schedule and stage locations. The VVF would act as the host organizer or “local organizing committee” for the event. The VVF and staff have had multiple meetings and it was determined that logistically and financially it makes sense to move forward with the goal of securing one stage as opposed to two. The possibility of two stages was discussed between the VVF and staff but the costs are significant and begin to outweigh the potential return.

The VVF is proposing one stage on Friday, August 17th followed by a new music festival at Gerald R Ford Amphitheater titled Whistle Pig in partnership with AEG. The music festival would include opener(s) and a headliner on Friday and Saturday nights.

Event Schedule & Details: The potential Friday stage and weekend schedule of events could be as follows:

Friday, August 17, 2018

- Race to start and finish in Vail Village
- Race format would be a criterium style race
 - o 6-10 laps on a route that starts in Vail Village and circles the Town of Vail
- Village activation to include expo, food & beverage, and ancillary activities
- Paid concert at the Gerald R Ford Amphitheater with opener(s) and headliner act

Saturday, August 18, 2018

- Potential for amateur cycling and/or professional women races and events
- Village activation to include expo, food & beverage, and ancillary activities
- Paid concert at the Gerald R Ford Amphitheater with opener(s) and headliner act

Future Stages Beyond 2018: Looking beyond 2018 there is potential to secure a long term partnership with the event producers to bring at least one stage of the event to Vail every year or every other year. The VVF and staff are actively pursuing to solidify a long term partnership for this event in Vail. The goal is to avoid the USA Pro Cycling Challenge model of bidding on a stage every year. This would allow the VVF and Town of Vail to build and grow on the event over the long term.

Next Steps: The VVF will present to the Council further details regarding the event schedule, economic impacts, costs, and future stages. This presentation is informational and will be open to discussion for Council to learn more about the events. If Council is open to the events, the VVF will return with a formal funding request on November 21, 2017.