



Memorandum

To: Vail Town Council
From: Economic Development Office
Date: December 14, 2017
Subject: Colorado Classic & Velorama Festival - Vail Stage(s) 2018

Action Requested:

Council to approve or deny event funding request.

Background:

The Vail Valley Foundation (VVF) presented to Council on November 7, 2017 an informational update presenting the opportunity for the Town of Vail to host one or two stages of the 2018 Colorado Classic on August 16 & 17, 2018. The VVF informed Council that they would take their feedback to the event organizers to better understand the overall event opportunities, RFP requests, and costs in order to return with a formal funding request.

Next Steps:

The VVF will present to the Council further details regarding the event schedule, economic impacts, costs, and future stages. The VVF will ask Council to approve a formal funding request of \$155,000 cash per stage with an additional \$32,500 of in kind services. For two stages the funding request would total \$310,000 of cash and \$65,000 of in kind services.

The Colorado Classic event organizers would agree to a three year term hosting at least two stages of the event in Vail through 2020. The Colorado Classic cannot confirm the dates of the two stages at this time but would work in good faith with the VVF and Town of Vail to schedule desired dates for all parties.

Event Schedule & Details:

The potential Thursday – Saturday Colorado Classic and Whistle Pig schedule may be as follows:

Thursday, August 16, 2018

- Criterium race to start and finish in Vail Village
 - o Women's race followed by the Men's race
- Village activation to include expo, food & beverage, and ancillary activities
- Evening activation and/or races to be determined

Friday, August 17, 2018

- Time Trail to start and finish in Vail Village
 - o Women's race followed by the Men's race
- 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



2018 COLORADO CLASSIC-VAIL

VAIL TOWN COUNCIL MEETING
DECEMBER 19, 2017



COLORADO CLASSIC VAIL

“Classic racing returns to most cycle-loving state in America” - CNN

2018

4 TOTAL STAGES

2 CITIES (*2 routes in Vail, 2 routes in Denver*)

AUGUST 16 & 17, 2018 - VAIL STAGES

THURSDAY RACE FORMAT: CIRCUIT/MULTIPLE

FRIDAY RACE FORMAT: TIME TRIAL

ANCILLARY EVENTS:

LIFESTYLE + BIKE EXPO

CITIZEN (amateur) + STRIDER RIDES

MUSIC, FOOD, + DRINKS



COLORADO CLASSIC VAIL

Come for the racing, stay for the music

20,000+ estimated fans in attendance
Thursday – Saturday night

Bike event will dovetail with
headliner music performances at
the Gerald R. Ford Amphitheater on
Aug. 17 + 18.

Food, Beer, and Expo Festival

Local business integration, positive
economic impact



2017 HIGHLIGHTS + DEMOGRAPHICS



16 Men's Teams
15 Women's Teams



12 Tour De France Riders
17 Olympians



885M REACHED
via earned media



240M TV HOUSEHOLDS
worldwide



70+ COUNTRIES
viewed, streamed, listened



51% MALE
49% FEMALE



50% MILLENNIALS
36 yrs. median age



15M IMPRESSIONS
via Digital & Social Media



2018 MEDIA COVERAGE STRATEGY



2 MAIN BROADCAST PARTNERS

INTERNATIONAL – EuroSport

DOMESTIC – Tour Tracker

2 HOURS OF LIVE COVERAGE (per Vail stage)

Domestic Tour Tracker live coverage allows for custom content and Vail vignettes

COLORADO CLASSIC VAIL

Lodging

Colorado Classic **dates align** with the **top identified need period** for the Vail summer season

420 room nights booked for athletes and their entourage

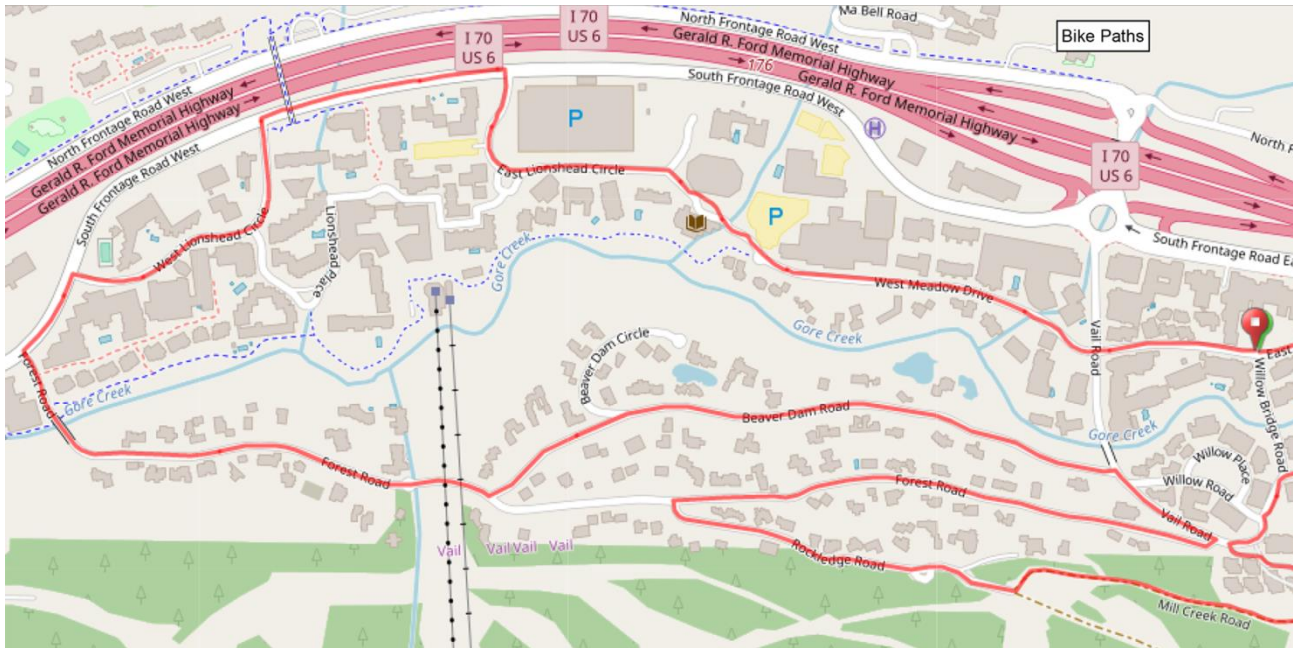
Expectation of **an additional 1000 room nights** booked through the race owners

Additional room nights driven by media, sponsors, and spectators



COLORADO CLASSIC VAIL

Recommended Route – Vail Circuit



Vail Circuit – West End



Vail Circuit – East End

COLORADO CLASSIC VAIL

Legendary Vail Time Trial





COLORADO CLASSIC VAIL

Request for Town of Vail Support

Consideration Criteria

- ✓ Multi-Year (2018-2020)? **Yes!**
- ✓ Two Stages in Vail? **Yes!**
- ✓ Race stages stay in Vail? **Yes!**
- ✓ Event Dates fill a need period? **Yes!**
- ✓ Financial support reduced? **Yes!**

\$155,000 in cash, per stage
\$32,500 value in kind, per stage

**In comparison, for the USA Pro Challenge event, Town of Vail provided support of \$175,000 in cash and \$25,000 in trade for one stage.*

A group of children are riding bicycles on a paved road during a race. The child in the center foreground is wearing a dark blue helmet and a blue t-shirt with 'QATAR AIRWAYS' printed on it. To the left, another child is wearing a light blue t-shirt with a red heart logo and purple pants. To the right, a child is wearing a white t-shirt and a red helmet. The background is filled with other participants and spectators, some on bicycles and some on foot. A large white rectangular box with the text 'THANK YOU' is overlaid in the center of the image.

THANK YOU