



Memorandum

To: Vail Town Council

From: Economic Development Department

Date: March 15, 2018

Subject: Colorado Classic – Public Release of Thursday's Circuit Route

Action Requested:

No action required. Information update only.

Background:

Pro cycling has been a staple and legacy in Vail that began with the Red Zinger in 1975 followed by the Coors Classic and USA Pro Cycling Challenge. Since the departure of the USA Pro Cycling Challenge in 2014, Vail has been without a signature summer pro cycling event. The Colorado Classic was successfully launched in the summer of 2017 with four stages of professional women and men's racing. The Vail Valley Foundation and RPM presented a funding request to the Town Council on December 19, 2017 for two stages of the 2018 Colorado Classic to be held in Vail. . The Town Council approved the funding and in-kind request. The event will take place over three days, including two stages of racing accompanied by two nights of Whistle Pig Vail headliner music at the Gerald R. Ford Amphitheater. The three days from August 16 – 19 were identified by a VLMDAC (Vail Local Marketing District Advisory Council) task force as a "need weekend" in terms of increasing occupancy rates and revenues for businesses in the Town of Vail.

Route Selection Process:

Town of Vail staff and numerous stakeholders have been working diligently since early January. The goal is to identify a circuit route that is unique, challenging, spectator friendly, and least impactful as possible to residents, businesses, and our guests. The stakeholders involved over the past two months include:

- Town of Vail Police
- Town of Vail Town Manager and Directors
- Town of Vail Public Works
- Town of Vail Fire
- Town of Vail Economic Development Office
- Vail Valley Foundation
- Medalist Sports
- RPM
- CDOT
- USFS
- Vail Resorts
- Vail Health
- Colorado State Patrol
- Eagle County Paramedic Services
- Vail Recreation District
- Event Review Committee
- Commission on Special Events

There were three main objectives that the stakeholders took into consideration during the circuit route planning process:

1. The UCI (governing body for professional cycling) has specific route requirements including rider safety, total distance, elevation gain/loss, road width, and start/finish areas.
2. The route must provide an exciting guest and spectator experience, support businesses, and highlight the natural environment and unique characteristics that make the Town of Vail the premier mountain resort destination in North America.
3. Consider and minimize the traffic impacts, road closures, and vehicle access for residents, businesses, guests, and all organizations within the Town of Vail.

The stakeholders involved in the planning process believe that the final route is the best option and balances all three objectives.

Route Impacts:

The circuit race route will require temporary road closures between 9:00am – 3:00pm on Thursday, August 16, affecting vehicle access to residents and businesses in certain neighborhoods. Emergency vehicle access to these neighborhoods will be maintained. The route does allow for the following:

- Vail Village parking structure to remain open to the public
- Lionshead parking structure to remain open to the public prior to 9:00am and after 3:00pm
- No closures of the Main Vail, West Vail, or East Vail roundabouts
- Overflow parking and modified bus routes on North Frontage Rd and the Frontage Rd in East Vail
- Continued access for emergency vehicles and patients to Vail Health
- Continued access for emergency vehicles to all neighborhoods, businesses, and residents

Communication and Next Steps:

Town of Vail staff and the Vail Valley Foundation have created a communications plan to ensure all businesses, residents, lodges, and our guests are notified of the impacts the race will have on daily operations within the Town of Vail. The communications plan includes:

- Neighborhood postcard mailing to 4,000 with additional copies for distribution to businesses
- Neighborhood brochure mailing to 4,000 with additional copies for distribution, plus digital version
- Parking and bus route handout for drive up visitors, plus digital version
- Newspaper ads, Radio ads, TV 8 segments
- Social Media – Facebook, Twitter
- Town of Vail events including Community Picnics, etc.
- CDOT communication on variable message boards in the I-70 corridor

Thursday's circuit route was released to the public on Thursday, March 15, 2018. The rollout was delivered via a combination of digital newsletter, direct mail postcard, social media, radio, and newspaper. Additionally, the microsite www.coloradoclassicvail.com has been launched, which includes the route map, race schedule, FAQs, and more event information. All communication will direct the community to this site to learn more. The main www.coloradoclassic.com site will redirect to the microsite as well.

As next steps, Town of Vail staff, Vail Valley Foundation, RPM, and all key stakeholders will continue to finalize details for the race. This will include discussions with Town of Vail boards & commissions such as VEAC (Vail Economic Advisory Council), VLMDAC (Vail Local Marketing District Advisory Council), and CSE (Commission on Special Events). Town of Vail Code Enforcement Officer Alan Hernandez will be the designated point person to receive feedback, concerns, and any questions from residents, businesses, and guests.