



COLORADO CLASSIC

VAIL AUG 16-17, 2018 / STAGES 1-2



VAIL TOWN COUNCIL
March 20, 2018

COLORADO CLASSIC VAIL

Come for the racing, stay for the music

The **Colorado Classic** is a four day bike event in the state of Colorado, with two stages hosted in the Town of Vail.

- **Thurs., August 16:** Men's + Women's Circuit Race
- **Fri., August 17:** Men's + Women's Time Trial

This high profile, pro cycling tour will provide **excitement, energy, and economic benefit** for our resort town; with **20,000+ estimated fans** in attendance from Thursday – Saturday and potential for **500-1000 room nights** booked through the tour.

The event will dovetail with **Whistle Pig Vail headliner music performances** at the Gerald R. Ford Amphitheater on **Aug. 17 + 18**, extending in to the weekend and rounding-out this identified need period.





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

Pro cycling is in Vail's DNA

The Colorado Classic is continuing a heritage of pro cycling that began in 1975 with the Red Zinger race which became the Coors Classic.

Early pro races featured spectator-friendly circuit races through the Village – a major aspect of their success.

The Colorado Classic is following a proven path to pro cycling prestige by rejuvenating familiar courses from those historic races.

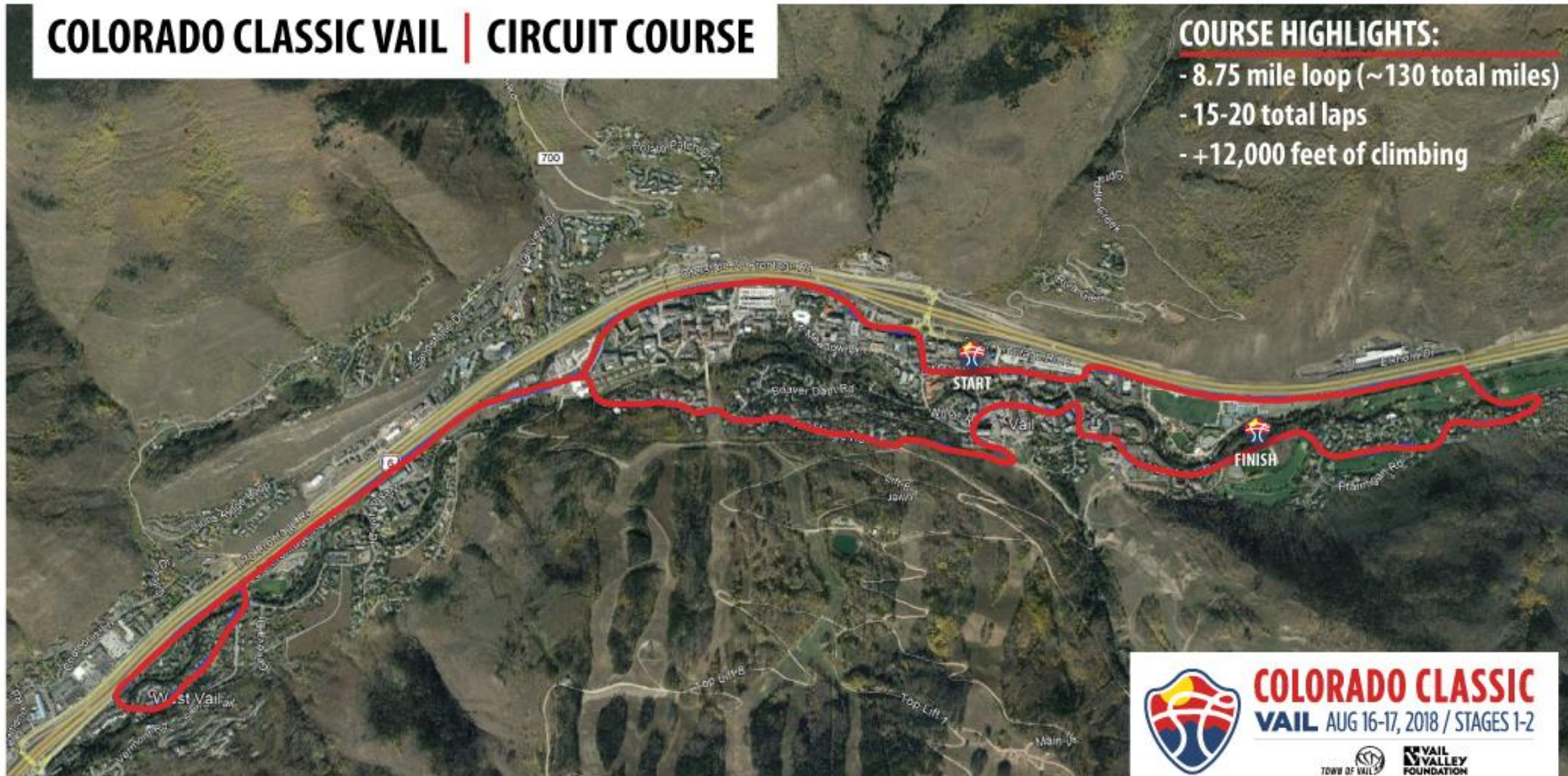


THE ROUTES

COLORADO CLASSIC VAIL | CIRCUIT COURSE

COURSE HIGHLIGHTS:

- 8.75 mile loop (~130 total miles)
- 15-20 total laps
- +12,000 feet of climbing



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COLORADO CLASSIC VAIL | TIME TRIAL COURSE

COURSE HIGHLIGHTS:

- 13.2 miles total distance
- 21.7% max slope
- 2,572 feet of elevation gain



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Route Communication Strategy

The Town of Vail, RPM and the Vail Valley Foundation are working hand in hand with a large number of local stakeholders to assure all route information is clearly communicated to those potentially impacted by the event routes within the Town of Vail.

To date, the routes have been communicated in the following manner:

- ✓ Letters to stakeholders, Vail businesses and potentially affected residents via email and a direct mailing to over 5,000 Vail addresses
- ✓ Communication via Town of Vail, VVP, VRD and VCBA newsletters
- ✓ Press release to the local media outlets

Continued Communication Efforts:

- ✓ Additional releases and letters will be sent as further information develops
- ✓ Up to date information can be found at coloradoclassicvail.com
- ✓ A neighborhood liaison has been established to help answer any questions from Town of Vail residents

A group of young children are riding bicycles on a paved road, likely participating in a race or a group ride. The child in the center foreground is wearing a dark blue helmet and a blue jersey with "QATAR AIRWAYS" printed on it. To their left, another child is wearing a light blue shirt with a red heart logo and purple pants. To the right, a child is on a bright green bicycle wearing a white shirt and a red helmet. The background is filled with other children and adults, some on bicycles and some on foot, all slightly out of focus. The scene is bright and sunny, with shadows cast on the pavement.

THANK YOU