



Memorandum

To: Vail Town Council
From: Economic Development Department
Date: November 20, 2018
Subject: Colorado Classic – Town of Vail Staff - After Action Review

Action Requested:

No action required. Information update only.

Background:

On Tuesday, August 21st, 2018; members of the Town of Vail team met to review the just-completed 2018 Colorado Classic professional cycling event. The round-table format meeting was a forum to discuss the after-action review items and lessons learned from the event.

Since August 21st, the Vail Valley Foundation has presented an initial Colorado Classic event recap to Town Council and to several boards and commissions as follows: Town Council on October 16, the Commission on Special Events on November 7, the Vail Economic Advisory Council on November 13, and the Vail Local Marketing District Advisory Council on November 15.

Key Action Items from Staff Discussion:

1. Identify potential modifications to the circuit course to reduce impacts to residents and visitors.
2. Improve the traffic management plan, to include maintaining ingress/egress for the Lionshead Parking Structure.
3. Identify key traffic hold points, and develop a method to release these locations in a manner than poses no risk to race participants
4. Develop key relationships with Colorado Department of Transportation to ensure accurate and consistent messaging for Interstate 70 users.
5. Modify external communications plan to encourage spectators and provide positive event messaging, while still providing accurate information.
6. Increase communication and collaboration with RPM and Medalist Sports.
7. Create a cohesive marketing message that includes a tie-in with the Denver component of the event, increase social media presence, and ultimately attract more spectators.
8. Identify and develop an improved internal and external communications process.
9. Increase media coverage of the women's races for both stages.

10. Identify ways to incentivize businesses to participate in the event.
11. Increase and improve communication outreach to local transit users.
12. Create a plan and communicate a clear understanding of pedestrians and uninvolved cyclists on the race course, after closure.
13. Develop pedestrian and cyclist movement plan to include Gore Valley trail throughout town.
14. Recruit and train volunteers several weeks in advance of the event.

Next Steps:

Town of Vail staff understands that the Vail Valley Foundation is working with RPM to determine the schedule and details of the 2019 Colorado Classic. Four key items that have been discussed with the Vail Valley Foundation as changes for the 2019 Colorado Classic include:

1. Smaller race footprint
2. Keeping parking structures open
3. Better alignment on event marketing
4. Improved messaging on ease of access

The Vail Valley Foundation will continue to communicate the 2019 event concepts and details with Town Council and Town of Vail staff in the coming weeks.