




**MEMORANDUM**

**Date:** April 16, 2013  
**To:** Mayor & City Councilmembers  
**From:** Kelly DiMartino, Director of Employee and Communication Services <sup>KD</sup>  
**Thru:** Darin Atteberry, City Manager   
**Re:** Agenda Item #17 – USA Pro Challenge Local Organizing Committee (LOC)

Following are responses to the questions that have arisen regarding the LOC and administration of the USA Pro Challenge:

**Who bears responsibility for debt and local obligations?**

The question of who bears responsibility for debt and local obligations is one that has been carefully considered. City staff and members of the regional committee have spoken with representatives from Durango, Golden, Boulder, Beaver Creek, Breckenridge and Colorado Springs to understand the obligations of hosting the race. We are addressing many of the “lessons learned” from these municipalities through our LOC structure and with realistic budget projections.

Under the proposed structure, the Local Organizing Committee (LOC) will enter into a contract with Classic Bicycle Racing, LLC (CBR), the USA Pro Challenge owner, and as such, the LOC will assume responsibility and liability for event debt and obligations. The LOC cannot directly commit the City of Fort Collins to any expenses or obligations; the City will enter into a separate Intergovernmental Agreement with the LOC regarding our obligations as a finish host city. This IGA will be approved administratively by the City Manager.

As a partner in the LOC, the City will be carefully monitoring the obligations assumed by the LOC. The IGA which creates the LOC outlines predetermined dates for the Executive Committee to review the budget and take steps as needed to manage costs. If the LOC is unable to reduce expenses or secure private funding, the City may be asked to increase in-kind services. In the event that these actions are not sufficient, the partners would return to their respected governing bodies to request supplemental funding. It is expected that any cost overruns would be split in the same proportion as the original contributions.

**What, exactly, are the \$50,000 of in-kind expenditures going to be? Is the \$50,000 a cap?**

Exact costs are hard to determine at this point, mainly because our law enforcement and public works expenses are still being developed. However, the primary categories for in-kind expenses will be as follows:

Law enforcement: Police Services will assist with traffic enforcement and safety along the route, as well as provide security at the Finish Festival in Downtown Fort Collins.

Streets & traffic: assist with road closures, detour routes and temporary signage.

Parking: The host City is responsible for securing and covering costs associated with all parking needs; this could include use of the garage or additional parking enforcement for the day, as well as set-up of a large secured area for bike parking.

Parks: support for festival set-up and clean-up

Exact amounts for each service will be determined as the event details and budget are finalized. As indicated above, the IGA does allow the partners to consider additional in-kind contributions, but only after exhausting all options to cut spending or solicit additional private funds.

**What is the estimated dollar amount and type of in-kind services Larimer County might provide?**

In-kind contributions from Larimer County are expected to be between \$78,000 - \$88,000. Services include legal review, use of facilities, loan of event executives, public safety (Sheriff's Office and County Office of Emergency Management) and road and bridge support. A more detailed description was emailed to all Councilmembers yesterday.

**Will a TV network film or cover this cycling event to a national audience?**

The event will receive national broadcast coverage. This is one of the advantages of the Saturday stage. This morning we received clarification that NBC (not NBC Sports or an affiliate) will air the event live between 1 p.m. and 3 p.m., including the finish in Downtown Fort Collins. The event will also get international coverage. In 2012, the entire race coverage totaled 31 hours on NBC and NBC Sports Network in the U.S. and was broadcast internationally to 175 countries and territories around the world. For comparison, this past weekend the Masters Golf Tournament was broadcast in 200 countries.