

REMARKS BY MICHAEL PERINI, LOC CHAIRMAN STAGE 5 USA PRO CHALLENGE

The Greater Woodland Park Chamber of Commerce

01.08.2014

THANKS

I appreciate the opportunity to address the executive board today. Thanks for taking the time to hear from me.

WHAT

For those of you who were here in Aug 2011 you will remember that the cycling 'WORLD' came to Woodland Park.

Even if it was only for 1.5 minutes...and you could feel and hear the sound of speed
HOWEVER, it was a significant moment for our community on the world stage.

It made a lasting impact on the organizers, I can tell you – we reportedly had the largest crowd for a sprint location ==and that record even holds true today, I am told.

Also, our organizing team, that David and I co lead and our after action activities made a lasting impression.

And I must say at this point that I appreciate the City's confidence in my leadership ability and allowing me to chair the 2014 Local Organizing Committee.

FAST FORWARD 2 years later... in a meeting at an undisclosed location in Colorado by the senior race officials for the USA Pro Cycling event and after a review of the routes and the communities that had played roles in previous races at that meeting –a key decision was made with regard to America's number one bike race.

No longer could a town self nominate.

The organizers felt confident in having enough history that they would pick and choose routes and reward communities for their past support this time around.

I might add that only the Tour de France has more statute in the professional cycling world.

A decision was made at that meeting to offer to our community a START venue for STAGE 5. In 2011, we had the FASTEST SPRINT LOCATION AND IT WAS ALSO DURING STAGE 5 OF 7 STAGES.

This decision is significant because during the starts and finishes is where the hype and all the protocol that attracts the crowds occurs. LOOK AT IT AS IF WE WERE AT NASCAR IN THE PIT AREA BEFORE THE CHECKERED FLAG DROPS.

WHEN

FRIDAY—AUGUST 22

WHY DID THE CITY ACCEPT THE OFFER?

1. Visibility for our community in a positive light
2. Being a part of an activity that is providing something great for Colorado and the USA
3. Support for a “green” and clean event that already attracts people that like biking who come tour community already – an extension, if you will of that positive quality of life activity.
4. Potential economic impacts...both short and long term; we are building a powerful consumer platform by being included.
5. Because...well...we had such wonderful fun the last time. And, we wanted to be involved in the largest annual spectator sport event in Colorado and again, the largest professional cycling event in North America.

IMPACT

I can throw lots of numbers at you this a.m. and I have them if you want. But lets just say that our town hosting a START... is a positive.

This race attracts America’s most desirable consumer base. Folks that attend are affluent, highly educated; nearly 72% live in State and travel to the venues with 28% out of state (last year they came from 49 states)

These people are fans. They are loyal. And, the latest research shows that 71% would purchase a partner’s product/service over a non-partner because they sponsor the USA Pro Challenge.

Additionally, the race is broadcast in 177 countries worldwide...already stories have appeared globally mentioning woodland park.

We have set up our own Website page, done our own press releases and are just now really starting the promotional campaign here locally. So we will see additional media coverage building toward August about our town and our role in this great race. The race is followed on Facebook, Twitter and You Tube, as an example of the social media impact.

Seriously, this event on the sports landscape is equal to the Super bowl, Daytona 500, the Masters in Golf, and the World Series

ROLE OF CHAMBER

Two years ago this board and membership supported the Event in a big way.

We are asking for you all to provide that SUPPORT again

We would like you to play a key role as AMBASSADORS—Key hosts to the visitors and officials that will be coming here. Yes, the officials will tour our city. Meet with us starting next month.

WE are asking that you use the chamber PROMOTIONAL resources to help publicize and educate membership about the race.

It will have an impact both positive and for some, negative in their view. Road closures and the like.

When you are meeting with individuals, groups and potential new members from today forward... that you mention that Woodland Park is the location for one of the stages for the USA's top professional cycling race. Again, you can start doing that today, for example. From walk-ins to those who call the chamber for information.

We also ask that you allow us to place this event on the chamber community calendar. And that if a business owner was to call and ask, "should we support" that you would provide them with the facts to help with their decision.

We are asking that you HAVE A REP on our local organizing committee – meetings will start next week == and be the "business voice" and a sounding board. There will be national businesses that will come to Woodland Park – sponsors. And we want to be mindful that we take care of our own local businesses.

We are asking that you assist with VOLUNTEER recruitment. We had 200 volunteers last time for the Sprint. But with having to create a START VILLAGE and then all the support festival activities to draw and keep the crowds we will likely need 3-400.

FINALLY, IN CONCLUSION

The world will be coming to woodland park on Aug. 22.

And, it will be more than just a flash this time around...they will be arriving early and staying late.

This event needs all of our community to support it and to play a role in executing it.

QUESTIONS