



STAFF REPORT

Report To: Board of Supervisors

Meeting Date: January 18, 2018

Staff Contact: Darren Schulz, Public Works Director

Agenda Title: For Discussion Only: Presentation to inform the Board of Supervisors on the Epic Rides Carson City Off-Road 2018 mountain biking event. (Stephen Pottéy; spottey@carson.org)

Staff Summary: Staff will provide an update to the Board of Supervisors regarding the planning underway for the bike race event to be held June 15-17, 2018 as well as a recap of last year's event.

Agenda Action: Other/Presentation

Time Requested: 15 minutes

Proposed Motion

N/A.

Board's Strategic Goal

Quality of Life

Previous Action

The City entered into a five-year agreement with Epic Rides and the Carson City Visitor's Bureau regarding the Carson City Off-Road event to be held the third weekend of each June. The 2016 event was the first under the agreement.

Background/Issues & Analysis

The 2018 Carson City Off-Road event will be held June 15-17. Planning and coordination efforts are beginning. Numerous City departments will be involved as well as Epic Rides staff and the Carson City Visitor's Bureau. Additional partners will be involved as well, including Muscle Powered, the Nevada State Parks Department, and the U.S. Forest Service.

Responsibilities of City departments include the following:

- Public Works - traffic control and facilities support
 - Fire Department - emergency response "in town" and in the off-road areas
 - Sheriff's Office - traffic control, emergency response, and on-street motorcycle leads
 - Health Department - staffing medical tent near start/finish line
 - Parks Department - Campground at Mills Park, community center usage, stages, bleachers, use of showers at aquatic center
 - Information Technology - public information efforts including through social media
 - Community Development - permit process and coordination with parking enforcement and notification
- Many of these efforts involve interdepartmental coordination and working with external organizations as well.

The inaugural event in 2016 was a great success. The event was very popular with the participants and won a major national award. That event had a limit of 600 participants.

The 2017 event built on experiences from 2016 and improved several aspects. Some highlights from last year's event include the following:

- More riders participated.
- The criterion course was reduced in size, decreasing the impact to residents, businesses and churches in the area.
- The traffic control plan allowed for traffic on Carson Street between Robinson and Telegraph Streets, maintaining access to more downtown businesses.
- The City utilized social media, public noticing, and a public meeting to keep local businesses and residents apprised with the most up-to-date information.
- Excess snow in the higher elevations forced the longer courses to do 2 to 3 loops through the City on alternative trails.

Even with bikes coming through downtown more often during the backcountry races, the event was very successful and staff heard no complaints about the impacts from the race.

For 2018 still more participants are expected. The agreement between Carson City and Epic Rides caps the participants for 2018 at 1,200 cyclists. One of the only complaints that was received in last year's event was that some bikes were stolen. To address this issue, Epic Rides plans to utilize the parking garage below City Hall for bike storage. Bike racks would be placed in the garage, and the garage door would be opened and closed at set hours. Also, the entrance to this garage is where the Sheriff's Office set up their mobile command before, so their presence will likely deter bike theft. Also, Epic Rides and City Staff are considering having two outreach meetings this year instead of just one to give residents more opportunity to come. There are no changes planned for the course this year.

Applicable Statute, Code, Policy, Rule or Regulation

N/A

Financial Information

Is there a fiscal impact? Yes No

If yes, account name/number:

Is it currently budgeted? Yes No

Explanation of Fiscal Impact:

Alternatives

N/A

Board Action Taken:

Motion: _____

1) _____

Aye/Nay

2) _____

(Vote Recorded By)



By Epic Rides

2018 Carson City Off-Road

- What Is It?
- Recap Of 2017
- What to Expect In 2018



2018 Carson City Off-Road



2018 Carson City Off-Road

- What Is It?
 - Criterium Bike Races Downtown
 - Pro and Amateur Races From Downtown To The Backcountry
 - When: June 15-17, 2018
 - Friday
 - Saturday
 - Sunday



2018 Carson City Off-Road

- Recap Of 2017
 - Changes Impact of Crit Course
 - Snow
 - Preparation
 - Communication



2018 Carson City Off-Road

- Recap Of 2017
 - Event Grew 34%
 - 36% First Time to Carson City
 - 36% Colorado, 37% California, 9% Arizona, 26% N. Nevada
 - \$22k in Fundraising for Local Organizations
 - Instagram: 10k followers, 500+ posts 2017, 1,055 total

2018 Carson City Off-Road

- Recap Of 2017

- Facebook: 15.5k followers, 2.8 Million impressions, 6% engagement rate

- CVB FB-44k reach 34 posts engagement rate 7.4%

- Ad equivalency 7.2 Million reached \$86,600

- Over 1k room nights booked - Economic impact \$2.1 Million

2018 Carson City Off-Road

- What to Expect In 2018
 - Course
 - Security



2018 Carson City Off-Road

Questions?

