



**DOWNTOWN
DEVELOPMENT
AUTHORITY**

RIFLE, COLORADO

AGENDA FOR REGULAR MEETING

Wednesday, November 6, 2013

Rifle City Hall

7am

1. CALL TO ORDER
2. MINUTES from October 2, 2013
3. FINANCIAL REPORT
4. BILLS TO BE APPROVED
5. MANAGER'S REPORT
6. CHAMBER UPDATE
7. NEW BUSINESS
 - A. DDA, Chamber Office Relocation
 - B. RREDC Update
 - C. Meeting with Council / DOLA re: Main Street
 - D. HUD/TOD Grant Design
 - E. National Youth Bike Race - Downtown Rifle Criterion
 - F. Other
8. PROJECTS
 - A. Holiday Lighting
 - B. Bus Shelter, CDOT Park-n-Rifle
 - C. Wayfinding Locations
 - D. Pedestrian Crossing Signs
 - E. Bulb Planting, Sat., Nov. 23rd
 - F. UTE Event Center Celebration
 - G. Rifle Boat Ramp Relocation
 - H. Rifle Heritage Gateway Sign
 - I. Farmer's Market Downtown
9. MAINTENANCE
 - A. Snow Removal
10. ADJOURN



October 9, 2013

Nathan Lindquist, Planning Director
City of Rifle
202 Railroad Avenue
Rifle, CO 81650

Dear Nathan,

Thank you very much for the opportunity to work with the City of Rifle as we plan for the 2014 Colorado Mini Classic. It was a pleasure to meet with Brian Plunty, Blair Bracken, and JR Bolton on September 27th to talk about course options in the Rifle area. Thank you for the follow-up call yesterday with Police Chief Dyer.

Here are relevant details regarding the event:

- The Mini Classic is produced by the Bicycle Racing Association of Colorado (BRAC), a 501c3 non-profit organization that supports and structures amateur competitive cycling in Colorado.
- BRAC serves as the Local Association of USA Cycling for Colorado and southeastern Wyoming. USA Cycling is the National Governing Body for cycling in the country. In our capacity as Local Association, we are connected with 70,000 bicycle racers in the country through racing calendars, newsletters, and emails.
- The Colorado Mini Classic is unique in its focus on young athletes aged 10-22.
- The modern Colorado Mini Classic is based on the Red Zinger Mini Classics of the 1980s, which offered junior racing in conjunction with the Red Zinger and Coors Classic bicycle races.
- The Colorado Mini Classic has partnered with the USA Pro Challenge in 2012 and 2013 to bridge the gap between the world's best cyclists and our junior athletes.
- In 2013, with 135 athletes (a 33% increase from the previous year) from 12 states and 2 other countries, the 2013 Mini Classic became the Rocky Mountain region's premier development bicycle race, and was second only to the USA Cycling National Championships in terms of participation at a development-only event.
- The 2014 Colorado Mini Classic will consist of three stages (separate races). The points earned by finish places in these stages determines the overall winners in our different age groups. The stages are:
 - a time trial (in which athletes race against the clock, and are separated on the course by individual start times);
 - a criterium (in which groups of athletes race multiple laps of a course that is held on closed city streets);
 - a road race (in which groups of athletes race multiple laps of a course that is held on county roads and city streets that are open to traffic).
- The Colorado Mini Classic was based in Silt, Colorado in 2011, 2012 and 2013, and is the largest event and revenue-generator each year for that community's hotels and restaurants.
- The 2014 Colorado Mini Classic will be held over the Memorial Day Weekend, with one stage per day.
- The Mini Classic holds the USA Cycling Road Devo Race designation, which is the highest level event for development racing.

We are incredibly excited for the 2014 edition of the Mini Classic. The growth experienced in 2013, and specifically our ability to draw athletes from around the country, has placed the Mini Classic at the forefront of development races in the country.

Silt has been a fantastic host for the races in the last three years, and we have been very proud of our positive impact on the community. We have an excellent relationship with Police Chief Burris, Garfield County, the Garfield County Sheriff's Department, and the Town of Silt.

As our event has grown, we have simply outgrown the capacity of Silt's roads and infrastructure to host two of our stages. Our goal is to relocate both the time trial and criterium in 2014, and the Rifle area is our first choice.

The time trial is scheduled for Saturday, May 24, 2014. We have identified a course that uses the Colorado River Road and a loop around the Garfield County Airport.

The criterium is scheduled for Sunday, May 25, 2014. We have identified a course that uses the following Rifle city streets: East, 9th, Whiteriver, and 3rd. The event would close Rifle streets from approximately 6am to 2pm on this day. We partner with A1 Traffic Control for the Mini Classic's signage and barricade needs. We need the support of the City of Rifle and the Police Department to make this stage a reality.

It is our intention to promote the City of Rifle, and the Rifle area, as an integral part of the 2014 Colorado Mini Classic. The setting for this race is absolutely perfect – the challenging terrain, great roads, and scenic beauty of the Colorado River Valley makes this an event that is on the radar for juniors and their families nationwide. We want to share this exceptional place with the country's cycling community.

Racing and cycling events bring hundreds of people to an area. In 2014, we brought approximately 400 people to the Mini Classic for two nights' lodging, three days of eating, and countless filled gas tanks. Our Host Hotel in 2014 will remain the Holiday Inn Express in Silt, and we will promote Rifle lodging options as the next alternatives (in 2013, the Holiday Inn Express was sold out, and approximately 40 rooms were booked in neighboring hotels.) Our athletes and families eat at local restaurants – the Miner's Claim in Silt has their busiest weekend of the year during the Mini Classic. In 2014, we can promote Rifle restaurants as well. We are very interested in hosting a movie night in Rifle during the race, and at least one of our awards ceremonies.

It is our intention to both continue and grow the Mini Classic over the next decade. Our 2014 goal is to provide 200 athletes from 15+ states with an exceptional Colorado racing experience. We have the race staff, officials, volunteers and sponsors to make this a reality. Our number one priority at this time is securing courses for 2014 so that we can create our Event Flyer and Technical Guide before the end of the year. This will allow our out-of-state athletes and families to plan their 2014 travel plans accordingly, and maximize the event and our positive impact on our host communities.

Thank you again for your work to support our event! We look forward to seeing you soon.

Most sincerely,

Chris McGee
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