



MEMO TO: Mayor Vandernail and the Board of Trustees
FROM: Alyson Heon, Business Development Specialist
DATE: 5/10/2018
SUBJECT: 2018 Fraser MTB Fest

MATTER BEFORE BOARD:

Request for sponsorship of a new event in the amount of \$20,000

ACTION REQUESTED:

Motion to approve funding in the amount of \$20,000 in support of the Fraser MTB Fest, a 3-day mountain bike festival adjacent to Fraser, CO.

EXECUTIVE SUMMARY:

The Fraser MTB Fest is a celebration of the best parts of summer in the Fraser Valley and home of the Colorado State Championships of Dual Slalom. Hosted at the Colorado Adventure Park on Friday, July 27, 2018 thru Sunday, July 29, 2018, the festival will showcase over 600 miles of mountain bike trails in the Fraser Valley. The small festival atmosphere, anchored by onsite camping, will feature spectator-friendly bike competitions, live music, food trucks, onsite beer, wine and spirits, a vendor village, and offer local Fraser businesses a unique opportunity to share their products with an audience from across the state and beyond.

BACKGROUND:

After submitting a grant request to the Grand County Colorado Tourism Board in support of a mountain bike festival in Fraser, I was informed yesterday that we were indeed awarded grant funds. With additional financial support from the Town of Fraser, we have the unique opportunity to sponsor the Fraser MTB Fest, thereby attracting publicity for and visitors to the Town of Fraser from across the state of Colorado and beyond.

Chris Olivier, Manager of Ski Broker and owner of PlusSizeBMX LLC, is the managing entity of the Fraser MTB Fest. Chris has an extensive resume including promoting and managing bike competitions and festivals across the country, plus a large network of connections in the bike industry. This funding request would uniquely position the Town of Fraser as a title sponsor of the event and allow the Fraser MTB Fest to be the kind of high-quality yearly event that attracts visitors to Fraser, while solidifying Fraser as a true outdoor recreation destination

Staff is seeking a decision at the May 16, 2018 Town Board Meeting. Should the Board choose to approve funding of the Fraser MTB Fest, marketing efforts will begin immediately to ensure maximum attendance at the event. Furthermore, outdoor recreation in Colorado is responsible for:

- \$28 billion in annual consumer spending
 - 229,000 jobs
 - \$9.7 billion in wages and salaries
 - \$2 billion in state and local tax revenue visits
- According to the Outdoor Industry Association (2017)*

“There is a global market for mountain bike tourism and many communities across North America and the world are embracing this segment of adventure tourism as a low cost and environmentally sustainable way of generating more economic activity. Mountain bike tourists are generally people in their mid-20’s to mid-40’s with relatively high levels of income and education and have a high willingness to pay to get a unique experience in the wilderness. Mountain bikers tend to spend more money than less-active tourists. There are many economic benefits to mountain bike tourism to the local community that includes longer hotel stays, restaurants, services and other benefits to local businesses.”

Excerpt from the Economic Benefits of Mountain Bike Tourism for Santa Cruz County

The Economic Development Advisory Committee has discussed this event at various points and has been very supportive of bringing the event to Fraser. It is important to note that Winter Park Resort had hosted a mountain bike weekend for several years and in 2018 elected not to host the event. Our efforts began at this point, seeking ways capitalize on the opening in the calendar by initiating an annual event in Fraser with a tremendous opportunity for growth from the inaugural festival.

RECOMMENDATION:

It is our recommendation that being the title sponsor of the Fraser MTB Fest is a legitimate economic driver requiring relatively little investment that can market Fraser as a global mountain bike destination. The intent is to capitalize on the outdoor recreation industry in Colorado as a strategy to further diversify our economy. Accordingly, we recommend a motion to approve funding in the amount of \$20,000 in support of the Fraser MTB Fest.