

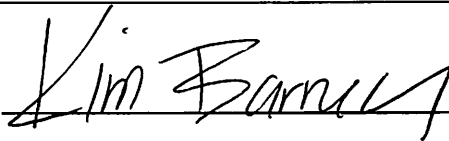
Mayor's Office
Council Agenda Item Request Form

*This form and supporting documents (if applicable) are due the Wednesday
before the COW meeting by noon.*

Date Received (office use)	17 May 2017
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Date of Request	17 May 2017
Requesting Staff Member	Alison Weyher
Requested Council Date	May 23, 2017
Topic/Discussion Title	Request to contribute \$115,000 to Visit Salt Lake in support of 2017 tour of Utah
Description	See above
Requested Action	Approve Resolution Allocating \$115,000 to Visit Salt Lake in support of Tour of Utah
Presenter(s)	Rick Graham and Alison Weyher
Time Needed¹	10 minutes
Time Sensitive²	n/a
Specific Time(s)³	n/a
Contact Name & Phone	Alison Weyher X 86716

Mayor or designee approval: _____



¹ Assumed to be 10 minutes unless otherwise specified.

² Urgency that the topic to scheduled on the requested date.

³ If important to schedule at a specific time, list a few preferred times.



May 16, 2017

Ben McAdams
Salt Lake County Mayor

Erin Litvack
Deputy Mayor, County Services

Rick Graham
Deputy Mayor, Operations

Karen Hale
Deputy Mayor, Community
& External Affairs

Darrin Casper
Deputy Mayor, Finance
& Administration

Stephen DeBry, Chair
Salt Lake County Council
2001 South State Street
Salt Lake City, UT 84114

REQUEST: The purpose of this staff report is to request \$115,000 from the restricted Visitor and Promotion Fund to be contributed to Visit Salt Lake to host Stage 3 of the 2017 Tour of Utah – a six-mile Hill Climb in Big Cottonwood Canyon.

Dear Chairman DeBry:

In 2016, Salt Lake County contributed \$150,000 from the Visitor and Promotion Fund to the Utah Olympic Legacy Foundation to host the finish of Stage 4 of the Tour of Utah in Kearns. The finish line was at Kearns Oquirrh Park Fitness Center and was attended by approximately 4,000 spectators. This free event was preceded by community activities all summer to encourage residents to show their Kearns pride, ride their bicycles, practice bicycle safety and participate in this family friendly event. The project was funded through the Utah Olympic Legacy Foundation because the Tour of Utah is a commercial enterprise rather than a non-profit.

This year, staff is proposing to enter an agreement with Visit Salt Lake to host Stage 3. The cost will be \$115,000, which is lower than last year, because the race is shorter and occurs in an area that is easier to manage.

The 2017 stage is a six-mile time trial race beginning at Donut Falls and culminating at Brighton Ski Resort. It offers Salt Lake County the opportunity to encourage healthy lifestyles, showcase Big Cottonwood Canyon, highlight recreational activities such as road biking, mountain biking, trail hiking, fishing and wildflower excursions as well as promoting the various commercial operations, such as Silver Fork Lodge, Solitude and Brighton Ski Resorts. Also, new this year will be a citizen's race prior to the professional race.

The Tour of Utah is one of America's premier bicycle stage races. It began in 2004 and has included stages in Salt Lake County since 2006. It is recognized as a 2.HC (multi-day, beyond categorization) stage race by the International Cycling Union and is the first professional cycling event held after the Tour de France. There are seven stages, one per day, and the 16 international teams are comprised of elite cyclists, fresh from the French Alps. Since 2014 Park City riders Chris and Tanner Putt have participated in the race, with Tanner Putt being named the Fan Favorite of Stage 5 in 2015. Other Utah residents who participated in 2016 include Rob Squire and Eric Slack.

The Tour is owned by Utah Cycling Partnership, Inc., a subsidiary of the Larry Miller companies, and in 2016 attracted more than 400,000 spectators across the seven venues, contributing over \$23million in direct economic benefits to the State of Utah and \$16.5million in earned media. In addition, the Tour generated 26+ hours of national television coverage on Fox Sports Network, as well as more than 35 hours of live webcasting via Tour Tracker. (These statistics were derived from Texas A & M and verified by Spencer Stokes – summary attached). The Tour also enjoys a robust on-line presence with the website receiving 681,863 page views during race week – a 30% increase over 2015.

If Salt Lake County received one-seventh of the \$23million in direct benefits, (for hosting one stage) in 2016, the County's share would have been \$3,285,715 of direct financial benefits. For 2017, our investment will be less and the ROI will be higher, as return visitors are likely to spend more money at the resorts and in the County. Also, in 2017 TOU will be spending three days in Salt Lake County – including the Big Cottonwood Hill Climb, a stage in Salt Lake City and the Stage culminating at Snowbird in Little Cottonwood Canyon.

A brief breakdown of the overall TOU budget indicates that while there are 120 professional cyclists participating, the total number of staff and volunteers traveling statewide with the Tour is over 490 people. In 2016 in Kearns, there were roughly 100 volunteers – many from the Kearns community - in addition to the 4,000 spectators along the route and at the finish line. In addition, the Tour hires 45 half time employees for the duration of the race and 15 full time carpenters/construction works at \$20.00 an hour for two weeks. These numbers are an enhancement to the sales tax generated through meals, gasoline, barricade rentals, etc. The estimated 2016 TRT paid in Salt Lake County was \$4,453. In addition, the thirty second Kearns PSA was aired throughout the seven day race, and prominently featured during Stage 4 and meals were ordered from local restaurants, including Subway and Café Rio.

For 2017, Salt Lake County's \$115,000 contribution to Visit Salt Lake will be used to cover basic expenses and promote Big Cottonwood Canyon as a summer recreation destination. Together the Brighton and Solitude ski resorts employ over 900 County residents and generate more than \$60,000,000 in taxable revenues annually. Supporting the Tour of Utah in Big Cottonwood Canyon is a way for Salt Lake County to help them grow their summer business – an increasingly important component of their annual sales. It is interesting to note that in 2016, fifteen percent of all web sessions during the Tour came from International Users. Our partnership with Visit Salt Lake will enable Salt Lake County to further promote outdoor activities in the Canyon gearing those promotions to the national and international markets.

Barbara Cameron, chair of the Big Cottonwood Community Council is the head of the Local Organizing Committee for this event and has been identifying volunteers, arranging booths for various non-profit organizations and developing plans for resident notification. There are over 11,000 separate land parcels in the canyon, and mailings will be sent to each property owner notifying them of the road closure on August 2. In addition, Solitude has agreed to send additional mailings to all their condominium owners, and the Community Council will provide flyers and door-knockers to full time residents. A portion of the contribution will be used to facilitate a Big Cottonwood Canyon Expo, with booths from the Wildflower Festival, Wasatch Mountain Club, Cottonwood Canyons Foundation, Big Cottonwood Community Council and the newly formed Brighton historical committee.

Because Big Cottonwood Canyon Road will be closed from Donut Falls to Brighton from approximately 10:00am to 2:00pm for the race, staff is working with the Tour of Utah and UTA to identify ways to provide bus shuttles. This will potentially allow UTA to promote their Ski Bus program. The Tour also has several 12 passenger vans that will be used to shuttle spectators from the start to the finish.

In addition to co-promoting the event with Visit Salt Lake, Salt Lake County will promote bicycling safety and the Tour through reading programs throughout the Salt Lake County Library system.

Finally, since Salt Lake County will be entering an agreement with VSL to host Stage 3, most the support work will be performed by their staff. Nonetheless, it is anticipated that senior staff, including Karen Hale, Rick Graham, Alison Weyher, Tiffany Clason, Beth Graham, Andrea Valverde, Zach Shaw and Jeff Rowley will be involved to a limited extent.

Staff believes that in addition to the tangible ROI mentioned above, sponsoring Stage 3 of the Tour of Utah will both promote healthy

lifestyles and enhance understanding of road rules for cyclists and motorists in the Canyon. In addition, the two-hour live television coverage of the event will highlight the recreational opportunities in Big Cottonwood Canyon and will encourage more visitors to Salt Lake County in the summer months. We ask you for your support.

Sincerely,

Handwritten signature of Karen Hale in blue ink, followed by the printed name and title.

Karen Hale
Deputy Mayor

Encl.

SALT LAKE COUNTY RESOLUTION

RESOLUTION NO. _____, 2017

RESOLUTION APPROVING THE CONTRIBUTION OF COUNTY MONEYS AND USE OF COUNTY PERSONNEL TO SALT LAKE CONVENTION AND VISITORS BUREAU dba VISIT SALT LAKE, FOR THE PURPOSE OF HOSTING THE STAGE 3 FINISH OF THE TOUR OF UTAH BICYCLE RACE TAKING PLACE IN BIG COTTONWOOD CANYON, SALT LAKE COUNTY

WHEREAS, pursuant to Utah Code Annotated Section 17-50-303(3), a county may appropriate money to or provide nonmonetary assistance to a nonprofit entity if, in the judgment of the county legislative body, the assistance contributes to the safety, health, prosperity, moral well-being, peace, order, comfort, or convenience of county residents; and

WHEREAS, pursuant to Salt Lake County Countywide Policy 1200, the County Council may contribute funds and personnel to a nonprofit organization in order to promote the safety, health, prosperity, moral well-being, peace, order, comfort, or convenience of County inhabitants; and

WHEREAS, the Salt Lake Convention and Visitors Bureau dba Visit Salt Lake ("Visit Salt Lake") is a Utah nonprofit entity; and

WHEREAS, the County Council desires to contribute County moneys and the use of County personnel to Visit Salt Lake in conjunction with the Stage 3 Finish of the 2017 Tour of Utah bicycle race; and

WHEREAS, the County Council finds that these contributions will benefit the residents of Salt Lake County, in that hosting a free to the public, internationally televised, world-class

cycling event is an ideal way to encourage healthy lifestyles, promote bicycle safety, showcase Big Cottonwood Canyon and its recreational activities and commercial operations, encourage more visitors to Salt Lake County in the summer months, and therefore contribute to the safety, health, prosperity, moral well-being, peace, order, comfort, and/or convenience of county residents;

NOW, THEREFORE, BE IT RESOLVED, that the Salt Lake County Council hereby appropriates \$115,000, together with use of the County personnel's time outlined in the attached Exhibit A to Visit Salt Lake for purposes of hosting the Stage 3 Finish of the 2017 Tour of Utah bicycle race.

APPROVED and ADOPTED in Salt Lake City, Salt Lake County, Utah this ____ day of _____, 2017.

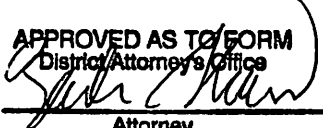
SALT LAKE COUNTY COUNCIL

By: _____
STEVE DEBRY, Council Chair

Council Member Bradley voting	_____
Council Member Bradshaw voting	_____
Council Member Burdick voting	_____
Council Member DeBry voting	_____
Council Member Wilson voting	_____
Council Member Granato voting	_____
Council Member Jensen voting	_____
Council Member Snelgrove voting	_____
Council Member Newton voting	_____

ATTEST:

SHERRI SWENSEN,
Salt Lake County Clerk

APPROVED AS TO FORM
District Attorney's Office
By: 
Attorney
ZACH SHAW
Date: 5-17-17

1. The first step in the process of the
 2. is to determine the scope of the
 3. project. This involves identifying the
 4. objectives, the resources available, and
 5. the time frame for completion. Once
 6. the scope is defined, the next step is
 7. to develop a detailed plan. This plan
 8. should outline the specific tasks to be
 9. completed, the order in which they will
 10. be performed, and the responsibilities of
 11. the team members. The plan should also
 12. include a timeline and a budget.

APPROVED AS TO FORM
District Attorney's Office

Attorney

SEACH SHAW

Date:

TOUR OF UTAH BREAKDOWN; ASSIGNMENTS, COSTS, DUE DATE

Contractual Responsibilities

Tasks/ Responsibilities		Responsible Party	Hard costs -	Due Date
			cash outlay	
Fixed Post Positions (24officers/\$50hr/6hrs)		UPD	7,500	
Crowd Control - included in above		UPD, LOC		
Maintaining public safety - included in above		UPD, LOC		
Coordinating, scheduling, etc.		UPD		
Security for overnight guards at start and finish areas. Expo and TV compound		private security	1500	
Public Works				
Barricades, cones		VSL	1,600	
street sweeping before and after event		UDOT		
Pre-making ground/utilities		Blue Stake		
Access to fire hydrants		Randy Doyle		
Will require a Notice Of Intent and SLCo Stormwater Support fee to dump water		Greg Baptist	500	
Temporary removal of potentially hazardous obstacles (speed bumps, etc.)		n/a	0	
Crowd control/ driveway street closure				
Barricades		VSL	750	
Permits - to be paid by TOU				
Parking permits		TBD		
Alcohol permits		Brittany Allen/DABC	150	
SLCO Roadway Closure Permit		Heather Valero	50	
Special event permits		Brittany Allen		
Health Department Permit for Mass Gatherings >10,000		Hayley Shaffer	500	
EMT/EMS Services (for public first aid tent)		UFA		
The cost is \$80/hr for 2 EMT's with equipment (4 EMT's for 6 hours @\$80/hr)				

Assume 4 EMT's for 6 hours @\$80/hr - two at Donut Falls, 2 at Brighton	960
Resident/business advance notification	
1140 postcards @ .34/each postage, .75/each printing (printing estimate only)	1,500
Portable toilets	
Coordinate locations and number with Tour - based on 3,000 people/6 hours	Honey Bucket 2,519
Waste Management - start and finish	
Trash containers - 10 at Donut Falls	Pam Roberts/WFWRD 75
Roll off containers - 2 8yd	Pam Roberts/WFWRD 410
Dumpsters - 2 bulk waste trailers at Brighton	Pam Roberts/WFWRD 250
Work crews to remove trash along route	
Crews to restore venue after event	UDOT
Street sweeping before and after event	UDOT
Recycle program including recycle bins adjacent to trash receptacles. Dumpsters for recycling only throughout venue	
Allocation of suitable area for Expo	
Work with Brighton Ski Resort	Randy Doyle
Handle all expo permits and fees	Brittany Allen
Provision of power to Expo	Randy Doyle
Waste management	Pam Roberts/WFWRD
Vendor parking	Randy Doyle
VIP/Hospitality Area	
35 flower arrangements (35 @ \$20)	SLCO 700
300 signature treats -	2,500
Overall view of start/finish line	
Access to potable water within 150 feet of hospitality tent	Brighton
Access to secure wireless internet with 3meg download speed	
Electricity	

Auxiliary Spaces, Equipment, and Services		
Media Work room	Randy Doyle	
Press conference area	Randy Doyle	
Commissaries meeting room	Randy Doyle	
TV compound space with internet connectivity - 4000 sq. ft.	Randy Doyle/Brent Snodgrass	
Hard connections within 200 ft		
2 separate hard line drops - WIFI cannot be used	Brent Snodgrass	
25 Mbps up 40 Mbps down on each lineLocal router with modemsand/or CAT 5e/6 cables for Wi-Fi routers	Brent Snodgrass	
Internet Services (estimate)		2,000
Misc. tv wiring/set up requirements		
Media Workroom		
1500 sq. ft. secured indoor space		
tables, chairs, 12-15 powero outlets and power strips, copier, LCD screen		
Dedicated wireless network, 10Meg line, access to T1 line		
Water, soft drinks, snacks		
Beer Garden		
If beer garden occurs	N/A	
Security		
Barricades		
Liquor license		
Start and Awards Ceremony		
Color Guard/national anthem/speaker	LOC	
Awards		
Up to 6 dignitaries involved - 1 speaker	LOC	
3 awards presenters	LOC	
9 floral bouquets (estimate \$50/bouquet)	LOC	500
Unique gift to stage winner	LOC	
Entertainment at Start		500
Entertainment at finish		500
HOTEL ACCOMMODATIONS		

Financial Responsibility for hotel room blocks including		
490 beds, @116.73 average contingency	TOU to arrange**	57,200
Parking Expenses	TOU to arrange**	7,000
Free inroom Internet	TOU to arrange**	
Hotel Requirements		
Use best efforts to secure rooms in no more than three hotel properties	TOU to arrange**	
Work with Tour to select properties		
Must be minimum of 3 star properties	TOU to arrange**	
Must be within close proximity to start/finish line	TOU to arrange**	
Must be in close proximity to each other		
Team hotels must be full service properties with banquet facilities	TOU to arrange**	
Individuals and Teams pay for own incidental charges		
Hotels shall not require credit card pre-authorization in excess of \$50/person 100/team	n/a	
Parking		
Massage Linens		
Each team to receive bundle 8 bath towels, 8 flat sheets, 12 hand towel	included in TOU arrangements**	
Meals		
1 organized dinner for athletes and team support personnel only (approx 330 people at Team hotels, 29 rounds of 10, menu approved by Tour (at average\$23.44/each) note: TOU to arrange	TOU to arrange**	7,735
1 organized breakfast for athletes and team support personnel (330 people)/at average %23.44)	TOU to arrange**	7,735
Breakfast for start/finish line construction crew and advance staff (approximately 50 people (50 @6 each)		
		300
Media meal		

30 lunches in 'to go' containers delivered to the designated media workroom 2 hours prior to the race finish. Water and soft drinks provided as well (30 @\$10 each)	300
Contingency	5,000
Total Contract related hard costs	110,234
**The Tour of Utah is responsible for booking hotel rooms, and making all arrangements	

Back up SLCO support staff		
LOC Members	hours	
Karen Hale	n/a	
Alison Weyher	n/a	
Tiffany Clason	n/a	
Rick Graham	n/a	
Beth Graham	n/a	
David Provost	20	
Stacey Adams	20	
Andrea Valverde	30	
DA's Office		
Zachary Shaw	50	
Jeff Rowley	50	
Note: all employees marked n/a are appointed staff		



Larry H. Miller
**TOUR OF
UTAH**

America's
Toughest Stage Race™

2016 *Highlights*

Join us in 2017 • tourofutah.com



A Message from the Director

The Larry H. Miller Tour of Utah is a seven-day, first-class professional stage race for the best cycling teams in the world. As the organizer, Larry H. Miller Sports & Entertainment is thrilled to bring *America's Toughest Stage Race™* to the community as a free spectator event. After 12 years, the Tour of Utah has become a summer standard and statewide showcase, attracting a record attendance of 400,000 spectators, while creating an economic impact of over \$23 million.

Following the tradition of the grand cycling tours, the route changes each year. Many communities throughout the state look forward to bidding for a chance to serve as a host city and showcase their unique features to a world-wide audience. With a 2.HC ranking by the International Cycling Federation (UCI), the Tour of Utah is one of the premier cycling events in North America. Each course is carefully evaluated to ensure that it provides the significant elements and level of difficulty that make it worthy to be part of *America's Toughest Stage Race™*.

The Tour of Utah is a tremendous spectator experience from Autograph Alley to the Lifestyle Expo. Fans can watch start to finish coverage daily via Tour Tracker, powered by Adobe, and two hours of TV coverage on FOX Sports. They can also follow on the web at tourofuteh.com, and on Facebook, Instagram, and Twitter. We believe the Tour of Utah delivers memorable experiences for spectators, sponsors and athletes. It highlights the beauty of our state through the eyes of sport.

Sincerely,




Jenn Andrs
Executive Director, Larry H. Miller Tour of Utah

2016 Results

General Classification—Individual

- 1 | Lachlan Morton
Jelly Belly p/b Maxxis 
- 2 | Adrien Costa
Axeon Hagens Berman Cycling Team 
- 3 | Andrew Talansky
Cannondale-Drapac Pro Cycling 
- 4 | Darwin Atapuma Hurtado
BMC Racing Team 


General Classification—Team

- 1 | BMC Racing Team 
- 2 | Cannondale-Drapac Pro Cycling 
- 3 | Axeon Hagens Berman 

Jersey Winners



Larry H. Miller Race Leader

 Lachlan Morton
Jelly belly p/b Maxxis




Utah Sports Commission Sprint

 Kiel Reijnen
Trek-Segafredo



Utah Office of Tourism King of the Mountain

 Adrien Costa
Axeon Hagens Berman Cycling Team



Subaru Best Young Rider

 Adrien Costa
Axeon Hagens Berman Cycling Team




Larry H. Miller Dealerships Most Aggressive Rider

 Rob Britton
Rally Cycling



America First Credit Union Fan Favorite

 Taylor Eisenhart
BMC Racing Team

2016 Stages

Each year, the Tour of Utah seeks out the most challenging and difficult cycling routes in one of the most rugged areas of North America. The combination of courses creates an exquisite synergy that showcases what cyclists consider *America's Toughest Stage Race*.

1 | **Zion Canyon Village to Cedar City, Monday, August 1**
Winner: Kristofer Dahl, Silber Pro Cycling
🏁 **84** Miles 🏔️ **6,679** Feet of Vertical Climbing

2 | **Escalante to Torrey, Tuesday, August 2**
Winner: Robin Carpentier, Holowesko/Citadel p/b Hincapie
🏁 **99** Miles 🏔️ **9,435** Feet of Vertical Climbing

3 | **Richfield to Payson, Wednesday, August 3**
Winner: Lachlan Morton, Jelly Belly p/b Maxxis
🏁 **119** Miles 🏔️ **6,337** Feet of Vertical Climbing

4 | **IM Flash to Kearns, Thursday, August 4**
Winner: Travis McCabe, Holowesko/Citadel p/b Hincapie
🏁 **96** Miles 🏔️ **4,504** Feet of Vertical Climbing



5 | **Antelope Island State Park to Bountiful, Friday, August 5**
Winner: Kiel Reijnen, Trek-Segafredo
🏁 **114** Miles 🏔️ **6,948** Feet of Vertical Climbing

6 | **Snowbasin Resort to Snowbird Ski & Summer Resort, Saturday, August 6**
Winner: Andrew Talansky, Cannondale-Drapac Pro Cycling
🏁 **114** Miles 🏔️ **11,165** Feet of Vertical Climbing

7 | **Park City, Sunday, August 7**
Winner: Lachlan Morton, Jelly Belly p/b Maxxis
🏁 **78** Miles 🏔️ **7,883** Feet of Vertical Climbing



2016 Statistics



UCI 2.HC
Ranking



7
Stages



704
Miles of Racing



52,951
Feet of Vertical
Climbing



16
Teams



119
Top Pro Men's
Cyclists



28+
Hours of National
TV Coverage

The Larry H. Miller Tour of Utah has grown from a unique, amateur bike race into a world-class, UCI-sanctioned event and a premiere race for North America. Serving as a showcase for the world of cycling's most prestigious teams and cyclists, the event has become a major focus for the cycling world every August.





400,000

Fan Attendance



\$23+M

Economic Impact



500+

Citizen Ride
Participants



\$16.5M

Earned Media



429M

Total Media
Impressions



2,028

Media Mentions

Web Engagement



240K

Website
Sessions



681,863

Webpage
Views



145

Countries
Visiting Website



30%

Mobile Session
Increase



55%

of All Web Sessions
On Mobile Device



350K

Tour Tracker
Sessions



173K

Hours of
Tour Tracker Video
Delivered

Social Engagement



Tao Geoghegan Hart / @taogeoghegan Aug 8
"The Tour of Utah starting bright & early today in the Zion National Park. What a place to come for a bike ride, looks absolutely amazing."

The Tour of Utah / @TourOfUtah Aug 8
"After riding hard here all day...the words 'exciting' and 'happy' don't quite do it." - @RobbieCarpena

The Tour of Utah / @TourOfUtah Aug 8
"At this altitude, you can only push so hard." - @taogeoghegan #TOU16 #AmericasToughestStageRace

The Tour of Utah / @TourOfUtah Aug 8
"I came here really wanting to put the final prep in for the Vuelta. So to be sitting here in Yellow is great." - @andrewlalansky #TOU16

The Tour of Utah / @TourOfUtah Aug 8
"To win any race, you've got to be willing to lose it first." - Lachlan Morton #TOU16

The Tour of Utah / @TourOfUtah Aug 8
"The last 5K of the climb today. I've never gone that deep before. I actually thought I was going to die for a second." - Lachlan Morton



4.1M
Facebook
Impressions



58
Countries with
Social Media Mentions



150,000+
Social Media
Engagements
(Likes, Comments, Shares,
Retweets, Mentions, Video View)



Number of International Riders

2014 | 74 **2015** | 60 **2016** | 81

International Teams

2014 | 5 Teams

Belkin Pro Cycling Team, **Netherlands** • Cannondale Pro Cycling, **Italy**
Lampre-Merida, **Italy** • Drapac professional Cycling Team, **Australia**
Furvic Brasilinvest-Sao Jose Dos Campos, **Brazil**

2015 | 5 Teams

Bardiani CSF Pro Team, **Italy** • Drapac Professional Cycling, **Australia**
Team Colombia, **Colombia** • Team Mtn-Qhubeka, **South Africa**
Team Budget Fork Lifts, **Australia**

2016 | 5 Teams

IAM Cycling, **Switzerland** • Fortuneo-Vita: Concept, **France** • Nippo-Vini Fantini, **Italy**
One Pro Cycling, **Great Britain** • Silber Pro Cycling, **Canada**

Total Number of Countries Visiting Website

2014 | 148 **2015** | 159 **2016** | 145

Top 5 Non-USA Countries for Web Visits in 2016

1 | France **2** | Canada **3** | United Kingdom **4** | Italy **5** | Netherlands



142

Countries Watched
via Tour Tracker



15%

of all total web sessions
came from International
Users (Non-US)



68%

of International
Sessions came
from Europe



North America's premier August cycling event is the **Tour of Utah**

The secret's out—the The Larry H. Miller Tour of Utah is the premiere destination for professional cyclists in North America each August. And as the continent's second largest race, the Tour of Utah is attracting more international teams and media each year.

Utah's abundant natural beauty and thriving fan community always make the Tour an exciting event. But the demands of constant elevation changes (many riders arrive early just to acclimate to the altitude) coupled with a beautiful-but-rugged landscape, mean that the Tour's 2.HC categorization is well deserved. In fact, the 2016 Queen Stage has been compared to the Tour de France's Alpe d'Huez—one of the world's most notoriously difficult stages.

All this combines to make the Tour of Utah a fertile proving ground for athletes who go on to later victories in the Vuelta de España and other events around the world, including:

Lachlan Morton (Jelly Belly p/b Maxxis)

Pro World Tour contract

Darwin Atapuma (BMC Racing Team)

Second place stage 4 finish and Overall Leader
Jersey wearer at Vuelta de Espana

Andrew Talansky (Cannondale-Drapac)

Fifth place GC finish at 2016 Vuelta de Espana

Simon Pellaud (IAM Cycling)

Most aggressive rider jersey at stage 3 Vuella de Espana

"The guy who wins the Tour of Utah one year will go on to win the Tour de France, maybe in five year's time. To be part of that journey is fantastic for any race."

Cadel Evans, 2011 Tour de France Winner

"There's international media here. People are watching it live. Doing this race is worth exponentially more to our sponsors than something on the [USA Cycling Pro Racing Tour] level."

Jonas Carney, Director for Rally Cycling



"It's become the premier ground for young, up-and-coming Grand Tour hopefuls to challenge World Tour riders."

Fred Dreier, Executive Editor of Velo News

"This is the best model, the most successful model for a stage race in the U.S.,"

Sean Petty, USA Cycling Board Member and Member of UCI Road Commission