

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Paul Krutko

SUBJECT: SEE BELOW

DATE: December 10, 2007

Approved

Date

12/10/07

COUNCIL DISTRICT: 3, 4, 5

SUBJECT: AUTHORIZE THE OFFICE OF ECONOMIC DEVELOPMENT TO PRODUCE AND CONDUCT THE FEBRUARY 16, 2008, SAN JOSE KING-OF-THE-MOUNTAIN RIDE AS A CITY EVENT

RECOMMENDATION

Authorize the Office of Economic Development to develop, produce and conduct the second annual San José King-Of-The-Mountain Ride on City streets on February 16, 2008, as a City event with registration fees of \$100 and \$50.

OUTCOME

The February 16, 2008, San José King-of-the-Mountain Ride (KOM Ride) will be a public bicycle ride with an estimated 300 participants, including executives from some of the region's largest corporations. The KOM Ride will build interest and attendance for the Amgen Tour of California, which will arrive in San José on February 20, by featuring the Sierra Road climb - recognized as one of the toughest climbs in the statewide Amgen Tour.

The KOM Ride will also serve to solidify sponsorships and regional awareness for the 2008 San José Cycling Classic, an event scheduled to be produced by the Office of Economic Development (OED) on May 16-18, 2008. The San José Cycling Classic, a multiple category cycling event for amateurs and domestic professional cyclists, will feature a Criterium in Downtown streets of San José and a Century Tour Ride that will begin and end in Downtown San José.

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BACKGROUND

The 2008 Amgen Tour of California (“Tour”), an annual event inaugurated in February 2006, will feature professional teams and athletes from around the world competing over 8 consecutive days. The Tour begins on February 17 in northern California with a Prologue, followed by seven stages that conclude in Pasadena on February 24. San José will host the “Stage Three Finish” on Wednesday, February 20, with racers crossing the finish line in front of City Hall. The Tour will bring elite racing cyclists to San José’s streets, offering residents and visitors a unique and exciting sporting event along the Tour route, as well as a Lifestyle Festival and other activities on City Hall Plaza.

Part of the City’s responsibility in hosting the Tour is to build awareness and participation through ancillary events and activities. OED, in conjunction with the Silicon Valley Leadership Group, developed the KOM Ride in 2007 to promote the Tour as well as bring residents and visitors into Downtown through participation in a healthy lifestyle event. The 2007 KOM Ride was considered one of the most unique and exciting ancillary events of the 2007 Tour and was well received by area executives and cycling enthusiasts.

ANALYSIS

The Office of Cultural Affairs (OCA), a division of OED, has managed the City’s special events program for over 17 years, and has produced events either directly or through agreements with event producers. The City’s Event Liaison Team, an interdepartmental team of staff experienced in special event management, has effectively overseen event planning for hundreds of safe, successful outdoor events of all sizes, content and location. The team includes representatives from OCA, OED, Police, Transportation, General Services, Fire, Environmental Services, and Parks. Other agencies join the team on an as-needed basis, including the Santa Clara County Environmental Health, Valley Transportation Authority (VTA), Caltrans and the Redevelopment Agency.

The KOM Ride route has been selected and the event plan developed. City staff will produce the event, assisted by BlueWolf Events, an event producer specializing in competitive cycling events such as the Sea Otter Classic, and partnering with the San José Sports Authority for volunteer recruitment and training. Event costs will be supported by participant registration fees, sponsorships and the Sports Opportunity Fund. Participation is open to the public, with a minimum age of 18. Participants will include one group comprised of Chief Executive Officers (CEO’s), and an “open” group including all other amateur cyclists. Registration fees will be \$100 for CEO’s and \$50 for all other cyclists. Silicon Valley companies will also be encouraged to participate in the Corporate Challenge, a new addition to the 2008 event that encourages corporations to engage in friendly competition to build corporate comradeship.

A portion of event proceeds will support a beneficiary, Fit For Learning, a multi-faceted initiative of the Santa Clara County Office of Education in cooperation with Healthy Silicon Valley to increase physical activity and encourage healthy nutrition among elementary school students.

A portion of the registration fee will pay the premium for the insurance policy purchased by BlueWolf Events from USA Cycling to cover participants; participants will also be required to sign a waiver and release of liability. Since the City is sponsoring the event, the insurance policy with

USA Cycling will include the City as an additional insured and protect the City from liability as covered by the policy with USA Cycling.

Event Plan

KOM cyclists will gather at City Hall on Saturday, February 16, for a pre-ride breakfast, timing chip distribution and ride instructions. The ride will start at 10 a.m., with Police motors leading a rolling closure north and east along the Stage Three Finish route (see attached map) from City Hall to the base of the Sierra Road climb. At that point, cyclists will cross a timing pad to activate timing chips. The Sierra Road climb provides cyclists the opportunity to personally experience the grueling 3.5 mile Sierra Road climb just as the Tour's professional cyclists will on February 20. The chip technology will provide cyclists computerized data of their personal best efforts on the daunting climb challenge. Upon arrival at the summit, cyclists will be provided refreshments and timing chips will be collected. While the official ride will conclude at the summit, participants will be encouraged to return to City Hall using standard rules of the road required of all recreational cyclists.

For those participants who choose to return to City Hall, a media and awards presentation will be conducted to recognize event sponsors and participating CEO's. The male, female, and CEO cyclist with the fastest climb times in his or her respective category on the Sierra Road climb will be awarded prizes, along with the KOM Corporate Challenge winner. An additional and more formal KOM Ride presentation will be held during the Tour festivities on Wednesday, February 20.

The Event Liaison Team is coordinating with Santa Clara County to obtain an encroachment permit for use of County roads; working with VTA to mitigate light rail and bus route impacts; and will work with Caltrans to secure any required permits for use of state routes and freeway ramp closures.

EVALUATION AND FOLLOW UP

The KOM Ride will be included in several specific City performance measures, including a Citywide Survey measure of how the community at large rates the variety of events offered within San José.

PUBLIC OUTREACH

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

While this action does not meet any of the above Criteria, this memorandum will be posted on the City's website for the January 8, 2008 Council Agenda.

OCA staff will provide direct mail notification of the KOM Ride time and route to residents and businesses along the route, and will work with Council offices and neighborhood associations to reach as many affected residents as possible. OED staff is coordinating media for the event. The Event Liaison Team will coordinate with VTA, the U.S. Postal Service, and waste management companies to mitigate any impact during the rolling road closure. Significant signage will be placed in the week prior to the event, to inform the general public of the event route and any detours.

OED staff is also conducting specific outreach to the business community regarding opportunities to participate in this event. In addition, outreach to the core cycling community has commenced, with good response.

COORDINATION

This item has been coordinated with the City Attorney's Office, the City Manager's Budget Office, Risk Management, and Planning, Building and Code Enforcement.

FISCAL/POLICY ALIGNMENT

The KOM Ride aligns with the vision of San José as the world's most livable big city, with diverse and distinctive qualities of life; and the City's economic development initiative to "Encourage Sporting Teams, Events and Facilities, Professional as well as Amateur" (Economic Development Strategy Initiative 13).

COST SUMMARY/IMPLICATIONS

The total cost of the event is projected to be \$55,000, and City staff conservatively projects to secure \$40,000 in sponsorships and \$9,000 in registration fees to offset the production costs for the KOM Ride. The remainder of the cost, which is anticipated to be approximately \$6,000, will be funded by the Sports Opportunity Fund in the General Fund.

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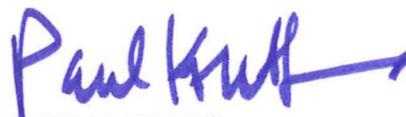
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BUDGET REFERENCE

Fund #	Appn #	Appn Name	RC #	Total Appn	Cost of Event	2007-2008 Adopted Operating Budget Page	Last Budget Action
001	3346	Sports Opportunity Fund	009546	\$580,316	\$6,000	IX-11	10/16/07; Ord. 28143

CEQA

Exempt, File No. PP05-277



PAUL KRUTKO
Chief Development Officer

Attachment

For questions, please contact Tammy Turnipseed, Events Director, at 277-5144 x22.



San Jose K.O.M Ride
Saturday, February 16, 2008

