



Board of Supervisors Memorandum

November 5, 2013

El Tour de Tucson Funding

Background

Pima County has long been a supporter of El Tour de Tucson, one of the nation's top cycling events. The region ranks as one of the top cycling destinations in the world; and it is the winter training capital for professional riders, in no small part due to the exposure garnered from El Tour. Recent studies from the Arizona Department of Transportation; Eller College of Management at The University of Arizona; and others, including an internal Pima County Economic Impact analysis, show cycling is a major economic driver for the region with total impacts in the hundreds of millions. A 2009 post-event survey for El Tour showed an average of \$706 spent per rider. El Tour's annual economic impact is estimated at almost \$80 million.

This year, El Tour is estimating 9,000 riders will participate in the event. In addition, over 30,000 spectators are expected along the route. Managing multiple routes and thousands of spectators and riders, while maintaining safe traffic flow along the 100-plus-mile route, is increasingly challenging and costly. Pima County and the City of Tucson, in response to a very serious car-bicycle accident in 2008, increased the level of traffic control required for the event. The cost of the increased traffic control has significantly impacted El Tour's ability to fund the event. Pima County and the City of Tucson provide \$25,000 in outside agency support annually for El Tour. To allow this year's event to continue, El Tour requested an additional \$25,000 in support from both the City of Tucson and Pima County. The City of Tucson approved the increase last month.

Recommendation

I recommend the Board of Supervisors authorize an additional \$25,000 from the Board Contingency Fund to allow continued operation of El Tour de Tucson and cover the increased cost of traffic control for the 2013 event.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "C. Huckelberry". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

C.H. Huckelberry
County Administrator

CHH/mjk - October 22, 2013

c: Hank Atha, Deputy County Administrator, Community and Economic Development
Nanette Slusser, Assistant County Administrator for Policy, Public Works
Tom Moulton, Director, Economic Development and Tourism