

Bicycle Tour of Colorado Chooses Pagosa Springs as Start and Finish Town on 2017 Tour

On the heels of the announcement of the 2017 Ride the Rockies Tour on June 11th, it has also been announced that the Bicycle Tour of Colorado (BTC) has chosen Pagosa Springs as their start and finish town for their 2017 tour. The Bicycle Tour of Colorado is a loop tour finishing in the same town that it started and this year they arrive in Pagosa on June 17 and return on June 24.

In true Pagosa Springs hospitality style, the Chamber will host a "Party in the Park," this time in Yamaguchi Park for our community and the riders.

Community Details for the Bike Tours

Both bike tours are very community minded and encourage the host organization to include non-profit agencies and volunteers as much as possible. Here are some of the community engagement projects that will be available. **Home Stays:** If you are interested in hosting a cyclist in your home for either bike tour, please contact the Chamber as soon as possible for details. As a host family, you will be responsible for picking up the rider from the school and returning them the next morning. The rest is up to you! You may want to have dinner for the cyclist in your home, you may want to attend the Party in the Park; work out the details with the rider. The Chamber will take your name and contact information and pair up the riders and the homes. **Vendor Booths:** For each tour we will be hosting a "Party in the Park". This includes food vendors and a beer and wine garden. The chamber will be responsible for the beer garden and will be seeking volunteers to pour beer and wine. We will also be sending out information to the non-profit agencies about running a food booth. There will be a limited number of food booths and food should be geared to the appetites and needs of the riders. There will probably be twice the number of booths at Ride the Rockies than there will be at BTC due to the number of people attending. Depending on the number of non-profits that apply for food booths, you may not be able to have a booth at both events so that more non-profits can have the opportunity to earn some money. Non-profit agencies should look for the email from the Chamber regarding these booths. Applications are due MONDAY, March 13th! **Work Groups:** There will be several duties where we will need assistance from a non-profit organization. In return for your efforts a monetary stipend will be offered depending on the task. We are looking for groups that would like to assist with tasks such as recycling and trash detail, a bike wash, bike security, traffic control and other duties. If you are interested in participating in one of these projects, please contact the Chamber. This is a great way to earn some money for your organization. **Restaurants:** The community will be extremely busy especially from June 9-12. We will be reaching out to the restaurants to see if they would like to offer specials to the cyclists on both tours. Ride the Rockies also has a method where you can purchase a restaurant app for Pagosa Springs for just \$50 if you would like to promote your establishment even more and list your hours and any specific information. We will also be

putting together a list of restaurant specials to hand out to the cyclists. Watch for an email from the Chamber requesting this information. In addition to offering specials, please make sure that you are well-staffed with employees and food to accommodate all of the activities.

Entertainment Sponsor for RTR: Sponsorship opportunities are available for the RTR Beer Garden/Entertainment site. Sponsorships from \$2,000 -\$5,000 are available. In return, the business will have the naming rights to the local entertainment site, logo placement on the RTR website entertainment page, in the rider manual, in the map book, in the event guide, on the sponsor board at the VIP celebration and much more. This sponsorship also includes 1 free registration and 1 guaranteed reservation to the tour depending on the level of sponsorship. To find out more about the amenities that come with this sponsorship opportunity, contact Mary Jo at the Chamber.

Should you have any questions, please contact the Chamber at 264-2360.