

PROPOSAL

.....

2011 Quiznos Pro Challenge





September 2, 2010

Kelly Greene
VP of Event Management
Medalist Sports
1015 Tyrone Rd., Suite 710
Tyrone, GA 30290

Mayor
Michael Rendon

Mayor Pro-Tem
Christina Thompson

City Council Members
Douglas Lyon
Leigh Meigs
Paul Broderick

City Manager
Ron LeBlanc

Dear Ms. Greene:

Enclosed is Durango's proposal and response to the RFP for the 2011 Quiznos Pro Challenge Bicycle Race. Our community is thrilled to have this opportunity and is enthusiastically committed to providing whatever support is needed to host the overall start stage of the inaugural Quiznos Pro Challenge.

Durango has a strong bicycling culture that is interwoven with our history, sporting events, lifestyle, and economics. We proudly display the Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Hosting the start to what is likely to become one of the most significant international pro-cycling events worldwide offers our community an exciting opportunity to showcase Durango and the southwest region of magnificent Colorado.

We look forward to the opportunity to showcase the community of Durango and hope that you will select Durango to host the start of the inaugural Quiznos Pro Challenge.

Thank you for your consideration of our proposal!

Best Regards,

Michael Rendon
Mayor

Introduction

Welcome to Durango

Nestled in the heart of the San Juan Mountains in Southwestern Colorado, Durango is home to some of the world's best cycling. With a cycling heritage that began with the formation of the Durango Wheel Club in the 1890s, the past 120 years have been epic! Whether it is hosting one of the oldest cycling events in the US or the Inaugural UCI Mountain Bike World Championships, achieving Silver Level status as a Bicycle Friendly Community, or forming a trail system that cradles our town, Durango has not let the cycling dust settle. We like bikes, and it shows! Durangoans accomplish riding to work, volunteering to build and maintain the trails they use, climbing a 10,000-foot pass, and planning special events to celebrate our love of cycling, all with similar grace and ease. And the secret is out of the bag, tourists from all over the world experience our world class bicycling infrastructure with rave reviews. Whether you are a professional racer, a weekend warrior or still on training wheels, Durango offers the perfect atmosphere, event support and amenities to make every ride memorable.



Durango hosts one of the largest and longest continuously-run bicycling events in the United States: The Iron Horse Bicycle Classic. Citizens and professionals race the historic Durango & Silverton Narrow Gauge Railroad on its 50-mile trip from Durango to Silverton. This event pits man and woman against machine for an impressive ride over two-10,000 foot mountain passes and changing weather conditions. Durango has also been the staging site for national bike tours including Ride the Rockies Bicycle Tour, Colorado Peace Ride and the Bicycle Tour of Colorado. In addition, Durango hosted the premiere of Race Across the Sky, a documentary by Citizen Pictures and Lance Armstrong that told the story of the 2009 Leadville Trail 100 Mountain Bike Race.



We are proud of our accomplishments and celebrate them as only Durango can!

Our Athletes

Durango is uniquely situated between the high desert and towering, ancient volcanic mountain peaks. This high altitude training ground offers a superb range of options for development and growth of top-level athletes. Durango would challenge that we have more cycling national champions, world champions and Olympians per capita than anywhere (except maybe the Olympic training center itself).

Some names you might recognize:

Travis Brown

2000 Olympian, National Mountain Bike Champion, Two-time Single Speed World Champion, Mountain Bike Hall of Fame

Chris Wherry

U.S. Pro National Road Champion

Elke Bruijtsart

U.S. National Mountain Bike Champion

Greg Herbold

World Downhill Champion and U.S. Downhill Champion, Mountain Bike Hall of Fame

John Tomac

Member of Team Motorola; U.S. National Mountain and Downhill Champion; Mountain Bike Hall of Fame

Shonny Vanlandingham

U.S. Mountain Bike Champion and Xterra Racer

Ned Overend

World Mountain Bike Champion; U.S. National Champion

Todd Wells

2004 and 2008 Olympian, U.S. National Champion

Matt Shriver

Coach of Fort Lewis College Cycling Team, Collegiate Champion

Ruthie Mathis

U.S. National Cross-Country Champion

Bob Roll

Announcer for Versus Network, including the Tour de France

Along this impressive list of professional and Olympic riders, Durango is home to Fort Lewis College, 13-time National Cycling Champions, the NCCA Collegiate National 2009, 2004 & 2003 Mountain Bike Champions, 2004 & 2003 Collegiate National Cyclocross Champions and 2004 Collegiate National Road Bike Runners Up.

These athletes are a testament to the quality of riding found in the Durango area.



Our culture

Two-wheel is our style

Bicycling is an integral part of Durango's sporting history and lifestyle, providing an economic benefit to the area. Our strong and well-organized bike culture supports six bike shops, a bike touring company, bike-specific training centers and numerous organized rides.

Durango hosts the annual Iron Horse Bicycle Classic, celebrating 40 years in 2011. In 2010 the Iron Horse had over 3300 riders for the weekend, representing 43 states, Canada, Guam and Costa Rica. Durango hosted the 1990 Mountain Bike World Championships and the 2001 World Cup event and a myriad of national championships.

2009 Bicycle Events include: Ride the Rockies, Colorado Peace Ride, the premiere of Race Across the Sky, 39th Iron Horse Bicycle Classic, Rocky Mountain Conference Collegiate Road and Mountain Bike races, and the Single Speed World Championships.

In 2009, the League of American Bicyclists awarded Durango the designation of Silver Level Bicycle Friendly Community.

Did Someone Say "Special Event?"

Durangoans love a special event! We celebrate coffee, history, culture, arts, beer, food, harvest, wine, bicycles, trains, motorcycles, collectible cars, sports, books, gardening, and music (just to name a few) — all with the same enthusiasm. In 2009, Durango hosted over 150 festivals and special events in the downtown area and already have 175 booked for 2010. We facilitate groups that host their entire event in Durango and those that pass through and use Durango as a stage of a larger tour. Our ability to turn over groups and coordinate back-to-back events while maintaining a high level of services and authenticity is a talent we are proud to offer.

Durango boasts a strong infrastructure of support that enables the area to host events year-round. One of our largest events, Snowdown, occurs in the dead of winter and includes an evening parade. We have seamless coordination between organizers, government agencies, residents, businesses, and volunteers. Our strength lies in the high level of energy, skill, and dedication that Durangoans bring to an event.



Statement of Interest

The City of Durango, La Plata County, Durango Area Tourism Office, the Chamber of Commerce, the Iron Horse Bicycle Classic, Trails 2000 and the entire community of Durango would like to host the start of the 2011 Quiznos Pro Challenge.

Durango is located in the heart of southwest Colorado, but is easily accessible. We have over a dozen daily non-stop flights from Phoenix and Denver on Frontier, United and U.S. Airways with convenient connecting flights from over 300 U.S. cities. We are also within driving distance from Phoenix, Albuquerque and Denver.

Cycling from Durango offers spectacular views, varying terrain and several course options: flat road stages, downtown criterium or a point-to-point. When it comes to bike races, we've done it all.

Our bike culture supports six bike shops and a bicycle clothing manufacturer and is home to 16,000 people – an unusually high ratio of bike-related shops to people. Trek Bicycles has held two international media events in Durango, the Yeti 25-year anniversary was held here in addition to the 2010 SRAM media event. Our bicycling fever is infectious and we want to share it with the world!

We are aware of the amount of work necessary to host a stage of the Quiznos Pro Challenge and are committed to making the Start Stage of this prestigious race the best ever – after all, we have been practicing for 100 years!

So, we ask you...if not Durango, then where?



Partners



RFP Committee Members

Gaige Sippy: Director of the Iron Horse Bicycle Classic

Email: Director@ironhorsebicycleclassic.com

Phone: 970.799.2423

Current Director of the Iron Horse Bicycle Classic, Gaige also sits on the Board of Directors for Bicycle Colorado, Durango Wheel Club, and Durango Devo. In addition, he owns and operates Cottonwood Management Service, a residential and commercial investment property business with 14 locations in the Southwest.

Anne Klein Barney: Public Relations Manager for the Durango Area Tourism Office; Owner and Director of Giraffe Public Relations, Durango

Email: Anne@giraffepr.com

Phone: 970.749.0991

Anne manages public relations for the Durango Area Tourism Office and is the owner of Giraffe Public Relations based in Durango with clients in the Western U.S. She is also a member of the Colorado Tourism Office Advertising, Marketing and Public Relations Committee and has over 20 years of public relations and media experience.

Mary Monroe: Executive Director of Trails 2000

Email: Mary@Trails2000.org

Phone: 970.259.4682

Bike Evangelist and Director of Trails 2000, Mary also sits on the Board of Directors for the Fort Lewis Cycling Team and National Interscholastic Cycling Association (NICA). She is also a past vice president of the International Mountain Bicycling Association and Bicycle Colorado Board, has served as the sports marketing director for Trek Bicycles, and was the event director of the Race Across the Sky documentary's global premiere, which featured Lance Armstrong. Mary has more than 20 years experience in marketing, sponsorship and public relations.

Sherri Dugdale: Special Projects Coordinator for the City of Durango

Email: DugdaleSL@ci.durango.co.us

Phone: 970.375.5002

Sherri currently works in the City Manager's Office as the Special Projects Coordinator. She manages the City's legislative, public art, and youth programs and coordinates City special events, including groundbreaking and grand opening ceremonies. Sherri is a State-certified public information officer, fulfilling that role for the City as well as for Southwest Colorado Incident Management Team. She has served in the public sector for more than 18 years.



Race Operations Commitment

The following local entities have pledged their services and support of the 2011 Quiznos Pro Challenge:

Local Government

City of Durango

City Manager: Ron LeBlanc

Email: LeBlancRP@ci.durango.co.us

Phone: 970.375.5005



About Us:

- Founded in 1880 by the Denver and Rio Grande Railroad, the City of Durango is the county seat of La Plata County.
 - With more than 400 full- and part-time employees, the City offers high quality services to their residents, businesses, and visitors.
-

La Plata County

County Manager: Shawn Nau

Email: NauSH@co.laplata.co.us

Phone: 970.382.6220



About Us:

- Offers Services to more than 50,000 residents
- Owns and operates in-town fairground facilities



Public Safety Services

Durango Police Department

Chief of Police: David Felice
Email: FeliceDJ@ci.durango.co.us
Phone: 970.375.4709



Summary of Services:

- The Durango Police Department consists of 56 sworn officers (12 of whom are bike-certified) and 10 support staff.
 - As the local law enforcement agency, Durango Police would provide police services that include traffic control, event security and general public safety.
 - Durango Police coordinates with other State, federal, and local agencies through existing mutual aid agreements and intergovernmental agreements that can be called upon to assist with security and traffic control.
-

La Plata County Sheriff's Department

Sheriff: Duke Schirard
Email: SchirardSD@co.laplata.co.us
Phone: 970.382.7056



Summary of Services:

- The La Plata County Sheriff's Office is the largest law enforcement agency in Southwestern Colorado, providing police services for over 50,000 citizens of La Plata County.
 - Sheriff's Office coordinates with other State, federal and local agencies throughout the region as needed.
-

Fort Lewis College Police

Chief: Arnold Trujillo
Email: Trujillo_A@fortlewis.edu
Phone: 970.247.7491



Summary of Services:

- The Fort Lewis College Police Department is responsible for providing police services to the Fort Lewis College campus. Staff includes the Chief, an administrative assistant/dispatcher, and seven commissioned (Level I) police officers with arrest authority.
- FLC Police works very closely with the Durango Police Department, La Plata County Sheriff's Office, Colorado State Patrol, and the State Liquor Inspector in enforcing local, State, and federal laws.

Race Operations Commitment



Public Safety Services (continued)

Colorado Mounted Rangers – Troop D

Captain Jim Bryce

Email: ranger125jb@gmail.com

Phone: 970.749.3260



Summary of Services:

- The Colorado Mounted Rangers are the oldest law enforcement organization in Colorado, formed in 1861 in the Colorado Territory. Troop D, based in Durango, is the oldest active troops and one of the largest in Colorado.
- The Mounted Rangers provide support to local, State, and federal law enforcement agencies and assist with security, traffic and crowd control, search and rescue, and other similar functions.

Durango Fire & Rescue Authority

Fire Chief: Dan Noonan

Email: NoonanDJ@durangofirerescue.org

Phone: 970.382.6005



Summary of Services:

- The Durango Fire & Rescue Authority (DFRA) maintains 16 stations over 325 square miles with a total of 171 employees and members.
- Although primarily providing fire suppression and medical response services, DFRA also has special operations teams who are specially trained to provide advanced response capabilities for high risk situations.
- DFRA is also the initial response agency for hundreds of miles of national forest, BLM and BIA lands that surround the district, and have mutual aid agreements with all surrounding Fire and EMS agencies
- DFRA's EMS Division operates six fully-licensed Advanced Life Support ambulances and three transport rescues. DFRA's certified Paramedics, along with Basic- and Intermediate-level Emergency Medical Technicians, are proud to practice some of the most advanced pre-hospital medicine allowed.

Race Operations Commitment



Medical Services

Mercy Regional Medical Center

Marketing Director: David Bruzzese

Email: DavidBruzzese@mercydurango.org

Phone: 970.764.3910

CATHOLIC HEALTH
INITIATIVES®

Mercy Regional
Medical Center

Durango, Colorado

Summary of Services:

- Located just four miles from downtown Durango, Mercy Regional Medical Center is Southwest Colorado's largest and most technologically advanced hospital with state-of-the-art diagnostic capabilities.
- Mercy Regional Medical Center is a full service, acute care hospital designated as a Level III trauma center with an 82-bed capacity – all private rooms.
- A Durango-based air ambulance service enables rapid patient transport to Mercy Regional Medical Center or other hospitals in Colorado and New Mexico.
- The medical staff at Mercy is comprised of 150 physicians who represent more than 45 medical specialties, including orthopedics, sports medicine, cardiology, and emergency/trauma care. In addition, Mercy is one of the largest local employers with more than 800 full- and part-time staff.



Race Operations Commitment



City Services

City of Durango Public Works Department

Director: Jack Rogers

Email: RogersOJ@ci.durango.co.us

Phone: 970.375.4800



Summary of Services:

- The Public Works Department oversees the operations for streets, water, wastewater and engineering.
 - Public Works will provide the equipment and personnel necessary for street cleaning, engineering, maintenance and repairs to support race road services and course safety.
-

City of Durango Multi-modal Coordination

Coordinator: Amber Blake

Email: BlakeAK@ci.durango.co.us

Phone: 970.375.4949



Summary of Services:

- Serve as a liaison between the City of Durango and local bicycle groups and enthusiasts.
 - Utilize local Momentum newsletter and radio spots for marketing the event.
 - Assist with coordination of Gran Fondo and other special events.
-

City of Durango Special Events/Permitting

Coordinator: Steve Barkley

Email: BarkleySL@ci.durango.co.us

Phone: 970.375.4931



Summary of Services:

- The Special Events Division coordinates staffing and resources (including barricades and associated signage) for road closures and parking associated with special events.
- Oversees the parking division, maintaining responsibility for 160 parking spaces in the Transit Center parking lot and 138 spaces among three additional City-owned downtown lots.
- Coordination of all City permits and permit requirements for special events, including traffic control, parking, resident/business notifications, City business & sales tax licenses, liquor licenses, and portable sanitation.
- Coordinates hanging special event banners at the two locations along Main Avenue.

Race Operations Commitment



City Services (continued)

City of Durango Sustainable Services Department

Director: Greg Caton

Email: CatonGL@ci.durango.co.us

Phone: 970.375.5019



Summary of Services:

- The City of Durango has provided trash services to residents for over 100 years and has proudly offered recycling services for 20 years.
- Sustainable Services provides a full spectrum of solid waste and recycling services for special events and is committed to limiting the waste stream to the landfill.

Durango Transit

Director: Roy Petersen

Email: PetersenRL@ci.durango.co.us

Phone: 970.375.4999



Summary of Services:

- Oversees operation of City's Transit Center located in downtown Durango, serving as a regional hub for service to Durango Mountain Resort, Bayfield, Ignacio, and the Southern Ute Indian Tribal Cultural Center and Casino; and to points beyond with service provided by commercial transportation providers.
- Four 30-passenger trolleys can provide easy access to downtown locations every 10 minutes.
- Additional buses provide service to Fort Lewis College, Mercy Regional Medical Center, and other areas around town on continuous loops.
- Those with disabilities are invited to utilize Durango Transit's Opportunity Bus service.

City of Durango Parks and Recreation Department

Director: Cathy Metz

Email: MetzCL@ci.durango.co.us

Phone: 970.375.7329



Summary of Services:

- The Parks & Recreation Department manages the operation of Durango's parks, trails, open space, and urban forest as well as various recreation facilities and programs including the Durango Recreation Center.
- Coordinates hanging banner at the entrance to Santa Rita Park along the Animas River Trail.

Race Operations Commitment



Lodging & Hospitality

Durango Area Tourism Office

Executive Director: John Cohen
Email: John@durango.org
Phone: 970.247.3500



Summary of Services:

- Secure and manage hotel-related needs (rooms and auxiliary space)
- Secure housing/rates for additional housing needs
- Oversee meal coordination

Durango Mountain Resort

Vice President: Sven Brunso
Email: SBrunso@durangomountain.com
Phone: 970.NEED PHONE



- Coordinate housing needs at Durango Mountain Resort properties.
- Race support

Fort Lewis College

Vice President: Steve Schwartz
Email: Schwartz_S@fortlewis.edu
Phone: 970.247.7196



Summary of Services:

- Dubbed the "Campus in the Sky," Fort Lewis College offers a variety of lodging choices and plenty of parking.
- Fort Lewis College also offers dining options - including on-campus restaurants, banquet facilities, and the capability to feed 1,000 people in 40 minutes.
- Its location offers quick and easy access to historic downtown via Durango Transit.

Race Operations Commitment



Media/Public Relations

Giraffe Public Relations

Owner: Anne Klein Barney
Email: Anne@Giraffepr.com
Phone: 970.749.0991



Summary of Services:

- Assist with local media inquiries, schedule local press conferences, interviews, appearances, etc.
- Assist Tour with developing local media partners and with other aspects of dealing with local media.

City of Durango

Public Information Officer: Sherri Dugdale
Email: DugdaleSL@ci.durango.co.us
Phone: 970.375.5002



Summary of Services:

- Coordinate key officials, dignitaries, and VIPs
- Work with Tour to develop communication/marketing plan
- Mobilize local public information officers to assist with local media inquiries, schedule local press conferences, interviews, etc.



Race Operations Commitment



Volunteer Coordination

Iron Horse Bicycle Classic

Director: Gaige Sippy

Email: director@ironhorsebicycleclassic.com

Phone: 970 799 2423



Summary of Services:

- Recruit and schedule local volunteers.
- Develop job descriptions for local needs.
- Coordinate volunteers with technical committee and public safety
- Coordinate social service and volunteer groups that could provide resources (Rotary International, Wheel Club, etc.)

Business Coordination

Durango Chamber of Commerce

Executive Director: Jack Llewellyn

Email: jack@durangobusiness.org

Phone: 970.247.0312



Summary of Services:

- Coordinate local business resources and involvement in planning and executing.
- Coordinate local sponsorship and partnering opportunities
- Mobilize volunteers from among the 800+ Chamber members.

Central Business District/Business Improvement District

Special Events Coordinator: Bob Kunkel

Email: KunkelRA@ci.durango.co.us

Phone: 970.375.5065



Summary of Services:

- Coordinate promotions with downtown businesses
- Coordinate local sponsorship and partnering opportunities with downtown businesses
- Organize downtown marketing opportunities, including pole banners and posters/flyers in downtown businesses.

Race Operations Commitment



Lodging Accommodations

Host Hotel Double Tree Hotel

501 Camino Del Rio

Peter Marshal, General Manager

Email: Peter_Marshall@hilton.com

Phone: 970.382.3901

Banquet space: Ballroom 325 occupancy

Conference rooms: 7

Restaurants: 2

Guest rooms: 159

Single:

Double:



501 Camino Del Rio, Durango, Colorado, United States Phone:970-259-6580 Fax:970-259-4398

August 26, 2010

Dear Anne:

RE: 2011 Quiznos Pro Tour Challenge

Thank you for considering the Doubletree Hotel Durango for your upcoming event. Situated just 20 minutes from the airport on the scenic Animas River, we are the premier luxury hotel in downtown Durango and an exceptional venue for any occasion. Our superior business amenities and elegantly appointed function rooms facilitate productivity for an unsurpassed banquet or sales presentation. Our experienced meeting planners will provide the utmost attention to detail guaranteeing a smooth transition for an overall pleasant event.

We look forward to welcoming you and your group with our very special, signature warm chocolate chip cookie accompanied by Doubletree's incomparable service.

Please take a moment to review the links above for a comprehensive overview of our hotel offerings.

Sincerely,

A handwritten signature in black ink, appearing to read "Kristin Nielsen".

Kristin Nielsen
Director of Sales and Marketing
Doubletree Hotel Durango
970-382-3910

[E-mail Kristin Nielsen](mailto:Kristin.Nielsen@hilton.com)



September 10, 2010

Quiznos Pro Tour Proposal

Room Block

Friday 65 rooms	Saturday 125 rooms	Sunday 125 rooms	Monday 125 rooms	Tuesday 125 rooms
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Total room block = 565 rooms

Room rate = \$194.00 + 9.9% tax
 → (\$120,461.39 inclusive of tax)

Standard meeting room rental and food and beverage minimums are as follows:

- ✓ Grand Ballroom (69' x 43' x 11'6") 2967 square feet: Room Rental is \$1500.00 per day
- ✓ Anasazi (40'3" x 21'6" x 8) 1040 square feet: Room Rental is \$350.00 per day
- ✓ Animas (40'3" x 21'6" x 8) 1040 square feet: Room Rental is \$350.00 per day
- Boardroom (20' x 20' x 8') 400 square feet: Room Rental is \$350.00 per day

Standard Group meal prices:

Average Dinner Buffet Price = \$27.95 ++ x 990 covers = \$27,670.50 (3 team meals with 330 people each)
 Average Lunch Buffet Price = \$17.95 ++ x 300 covers = \$5,385.00 (media and kick off lunch with 150 people each)
 Average Boxed Lunch Price = \$14.95 ++ x 600 covers = \$8,970.00 (1 meal for 600 people)
 Average Breakfast Buffet Price = \$13.95 ++ x 660 covers = \$9,207.00 (2 team meals with 330 people each)

* Total estimated food and beverage spend (not including tax or service fees) \$51,232.50 +20% service fee +7.9% tax
 (\$66,335.84 inclusive of tax and service fees)

Total room rental for your function is normally \$13,100.00 for your event. However, based on the above agenda and meal requirements, we will waive the meeting room rental with a food and beverage minimum of \$27,780.00 for your event. If less than \$27,780.00 is achieved, the difference will be assessed as room rental, not to exceed \$13,100.00. The minimum does not include tax, service fees or audio visual charges.

A service fee of 20% and local tax of 7.9% will be added to all food and beverage functions.

2011 QUIZNOS PRO TOUR CHALLENGE

Fact Sheet

Doubletree Hotel Durango

- Premier Luxury Hotel
- 20 Miles from Airport

Accommodations

- Durango's Only Green Seal Property
- 159 Guest Rooms & Suites
- Historic Downtown or River Views
- Private Balcony on Most Rooms
- Sweet Dreams® Bed
- Complimentary *USA Today* (Weekdays)
- Neutrogena® Bath Amenities
- Double Bathroom Vanities in all Double Bedded Rooms
- Ergonomic Chairs
- Large Work Desk with Adjustable Lamp
- Complimentary Wireless Internet Access
- Complimentary Remote Printing
- On-Demand Movies & Video Games
- Suites with Living Room & Whirlpool Tub
- Warm Chocolate Chip Cookies at Check-In
- Concierge

Meetings & Events

- 5,500 Sq. Ft. of Function Space
- 2,967 Sq. Ft. Doubletree Ballroom
- 1,040 Sq. Ft. Anasazi and Animas Rooms
- 400 Sq. Ft. Riverview Boardroom
- Animas River Cafe (Seasonal)
- 7 Function Rooms
- Events up to 300 Guests
- Social Events & Weddings
- Full Service Catering
- Green Meetings

Technology

- Complimentary Wireless Internet Access Throughout Hotel
- On-Site Audiovisual Equipment
- 24-Hour Business Center

Recreation

- Fully Equipped Fitness Center
- Junior Olympic Size Heated Indoor Pool
- Whirlpool & Sauna
- Scenic Walking/Jogging Path Next to Hotel
- Fishing & Biking
- Nearby Skiing, Rafting, Horseback Riding, World-Class Golf & Mountain Biking
- Walking Distance to Historic Downtown Durango
- Durango & Silverton Narrow Gauge Railroad
- Mesa Verde National Park
- Historic Attractions

Dining

- Edgewater Grille
- Animas River Cafe
- Edgewater Lounge
- In-Room Dining



Durango Mountain Resort

Cascade Village

Unit Type	Single	Double	# Units
1 Bedroom	28		28
2 Bedroom	21	18	19
3 Bedroom	27	18	14
	<u>76</u>	<u>36</u>	<u>61</u>

Total Indiv. 112 Rooms

Tamarron

Unit Type	Single	Double	# Units
Lodge	16	44	60
Loft	16	9	14
	<u>32</u>	<u>53</u>	<u>74</u>

Total Indiv. 85 Rooms

PVCH

Unit Type	Single	Double	# Units
Studio	17		17
Studio 4	8		8
King	16		16
1 Bedroom	22		22
	<u>63</u>		<u>63</u>

Total Indiv. 63 Rooms

GT Indiv. Total Rooms = 260 [Sleeps 350 individuals]
 171 singles.
 89 doubles.



		LOC Comp	QPC pays \$90/room
Overall Start Housing Counts			
DATE	Room Count Needed		
Wed., August 24th	15 rooms		15
Thurs., August 25th	15 rooms		15
Friday, August 26th	120 rooms		120
	Team		
	Staff		
Sat., August 27th	250 rooms		250
	Team		
	Staff		
Sun., August 28th	564 rooms	564	
	Team		
	Staff		
Mon., August 29th	494 rooms	240	254
	Team		
	Staff		
Tues., August 30th	400 rooms		400
RACE DAY	Team		
	Staff		
	Media		
NOTES:			
	Total Team Rooms = 220 (350 people)		
TOTAL Rooms		804	1054
	Average cost per room after QPC payme	\$200	\$100
	Total Lodging Estimate	\$160,800	\$105,400
			\$266,200

Lodging Accommodations



		Breakfast	Lunch	Dinner	\$15/person Per Diem
Overall Start Meal Counts					
DATE	Meal Count Needed				
Wed., August 24th					410
Thurs., August 25th					
Friday, August 26th					
Sat., August 27th	Total				
	Team				
	Media				
	Staff				
Sun., August 28th	Total			330	
	Team				
	Media				
	Staff				
Mon., August 29th	Total	330		330	
	Team				
	Media		150		
	Staff				
Tues., August 30th	Total	330	600*	330	
RACE DAY	Team				
	Media		150		
	Staff				
Weds, Sept 1	Total				
		330			
*may split with Telluride					

Lodging Accommodations



	A	B	C	D	E	F	G
1	Auxiliary Spaces						
2	Room	Size	Dates	Location requirements	Facility	Cost	Total
3		1,000 sq ft	8/26 - 8/30		Anasazi Room/Doubletree	\$350/day	\$1,750.00
4	Staff Processing/Race Office	2,000 sq ft	8/25 - 8/30		Smiley? 9R Auditorium? Train tent?		
5	Kick off Press conference	2,500 sq ft	8/29 -	150 people	Grand Ball Room/Doubletree	\$1500/day	\$1,500.00
6	Media Workroom/Media Office	2,000 sq ft	8/30 -	500 meters from finish line	Pullman/Straterra or DAC?		
7	Medical Office		8/29 - 8/30	Near finish	Animas Room/Doubletree	\$350/day	\$700.00
8	Buildcrew signage room/AdHoc meeting space	800 sq ft	8/26 - 8/30	ground floor, easy street access, loading, near finish	Smiley, 9R admin?		
9	All-staff Meeting Space	1,500 sq ft	8/27 - 8/30	theatre-style seating for 400	DAC, Smiley?		
10	Storage Space for Deliveries	1,500 sq ft	8/24 - 8/30				
11	Bicycle Storage	1,500 sq ft	8/26 - 8/30	locked and secure			
12							
13	PARKING						
14	Vehicle Processing Lot						
15	Team Parking and Mechanics						
16	Team Parking/finish						
17	VIP parking						
18	Festival Event Parking						
19	Media Parking			150 spaces, host hotel			
20	Staff event parking			75 vehicles			
21	Crew Parking						



Meals

VIP Hospitality:

Durango has experience hosting large VIP Events. Last October we ran the global premier for Race Across the Sky (the Leadville Trails 100 documentary) and the fundraising dinner with Lance Armstrong (\$500/plate) and the event sold out in 13 minutes.

The Fort Lewis Community Concert Hall and the Durango Silverton Narrow Gauge are interested in hosting a VIP event. In addition, the City is interested in blocking off 10th street the entire week of the race as a race viewing gathering area every night, to keep the energy of the race flowing all week!

Team Dinners

The LOC will work with Tour organizers to provide dinner for the athletes and team support personnel per the menu specifications provided by the Tour's Operations Director.

Sunday, August 28:	330 people
Monday, August 29:	330 people
Tuesday, August 30:	330 people

Possible locations:

Durango & Silverton Narrow Gauge Railroad Museum
Doubletree Hotel Banquet Room
First National Bank of Durango Tent
Fort Lewis College

Staff Per Diem

- Provide staff per Diem of \$10 Durango Dollars per person for 410 people.
 - Durango Dollars are accepted at all Durango/La Plata County businesses.
-

Team Breakfast

Monday, August 29:	330 people
Tuesday, August 30:	330 people

Possible locations:

Durango & Silverton Narrow Gauge Railroad Museum
Doubletree Hotel Banquet Room
First National Bank of Durango Tent
Fort Lewis College



Media Lunch

Host a media lunch that features local/regional/Colorado products.

Tuesday, August 30: 150 people

Possible locations:

Durango & Silverton Narrow Gauge Railroad Museum

Doubletree Hotel Banquet Room

First National Bank of Durango Tent

The Strater Hotel

Fort Lewis College

Kick-Off Press Luncheon

Date TBD

150 people

Possible locations:

Durango & Silverton Narrow Gauge Railroad Museum

Doubletree Hotel Banquet Room

First National Bank of Durango Tent

The Strater Hotel

Fort Lewis College

Team/Staff Boxed Lunches

Work with Tour to provide 600 box lunches for teams and staff.



Auxiliary Spaces

Race Office

Staff Processing Space

Medical Office

Medical support office will be placed at the location of the Tour organizers' liking.

Build Crew Signage Room

All-staff Meeting Space

Ad-Hoc Meeting Space

Storage Space for Deliveries

Bicycle Storage

Media Office and Work Room

Possible media office locations:

Doubletree Hotel

La Plata, Mesa Verde, Silverton, Purgatory rooms

Strater Hotel

Durango & Silverton Narrow Gauge Railroad Museum

Kick-Off Press Conference Area

Tour Hospitality Program

VIP hospitality responsibilities and provisions to be agreed upon between the Tour and Host.

PARKING

Parking Requirements

Durango can meet parking requirements between Fort Lewis College, City, Doubletree Hotel and additional parking facilities.



Some Challenges?

Let's Talk:

1. How to get around the race?

Red Mountain Pass via Hwy 550 will get spectators to Telluride to view the finish and Hwy 160 will get vehicles into Dolores for viewing along the course. We can assist in creating a website with a section "How to View the Race"

2. How do the teams ship oversize baggage?

Flying Denver to Durango is a mere 45 minute flight. We have a great relationship with United and Frontier airlines and can help on the airplane issues. Our airport manger suggests even renting some trucks to drive from Denver to Durango with oversize luggage and coolers that could arrive the evening of the flight.

3. How do staff get from Durango Mountain Resort into town? DMR owns buses and we can arrange transport times to shuttle staff to and from the mountain at morning, noon and night.



Route Options

Durango is host to beautiful road riding terrain and offers several Start stage options:

Option 1:

Durango Dolores Telluride

110 miles

Start on 10th and Main. Head south and turn onto College. Upon passing the train tracks, the train whistle will blow, and the riders will turn onto Camino and head out of town on Hwy 160.

Hwy 160 runs through Hesperus, Mancos and Dolores where the riders turn onto Hwy 145 towards Rico, over Lizard Head pass and into downtown Telluride. The route will vary from rolling hills through high desert farmland, travel up the Dolores River Basin surrounded by the peaks of the San Juan Mountains summiting the gentle grade of Lizard Head Pass with a spectacular gradual descent into the valley floor of Telluride. This route is part of the San Juan Skyway, a favorite of tourists to the area.

Option 2:

Durango over Red Mountain to Telluride

121 miles

Start on 10th and Main and head north out of town. Take Hwy 550 all the way to Silverton over Coal Bank and Molas passes. At Silverton, head west towards Red Mountain pass and Ouray (the Switzerland of America) and into Ridgeway, over Dallas Divide and into Telluride. The climbs are steep and the descents are fast and technical. The portion of this route from Durango to Silverton is the route of the Iron Horse Bicycle Classic each Memorial Day Weekend. This route has challenged a who's who of American Cycling over the last four decades.

Option 3:

Time Trial

Option 4:

In-town road race



Route and Expo Options

Quizno's Pro Tour Challenge

Stage 1 Start

Durango to Telluride via Dolores, transfer to Gunnison

Stage 2

Gunnison to Aspen

Stage 3

Aspen to Breckenridge via Independence Pass to Leadville

Hwy 24 over Tennessee Pass

OR

Aspen to Vail

93 miles

Stage 4

Vail Time Trial

Stage 5

Colorado Springs Head to Boulder

115 miles

Stage 6

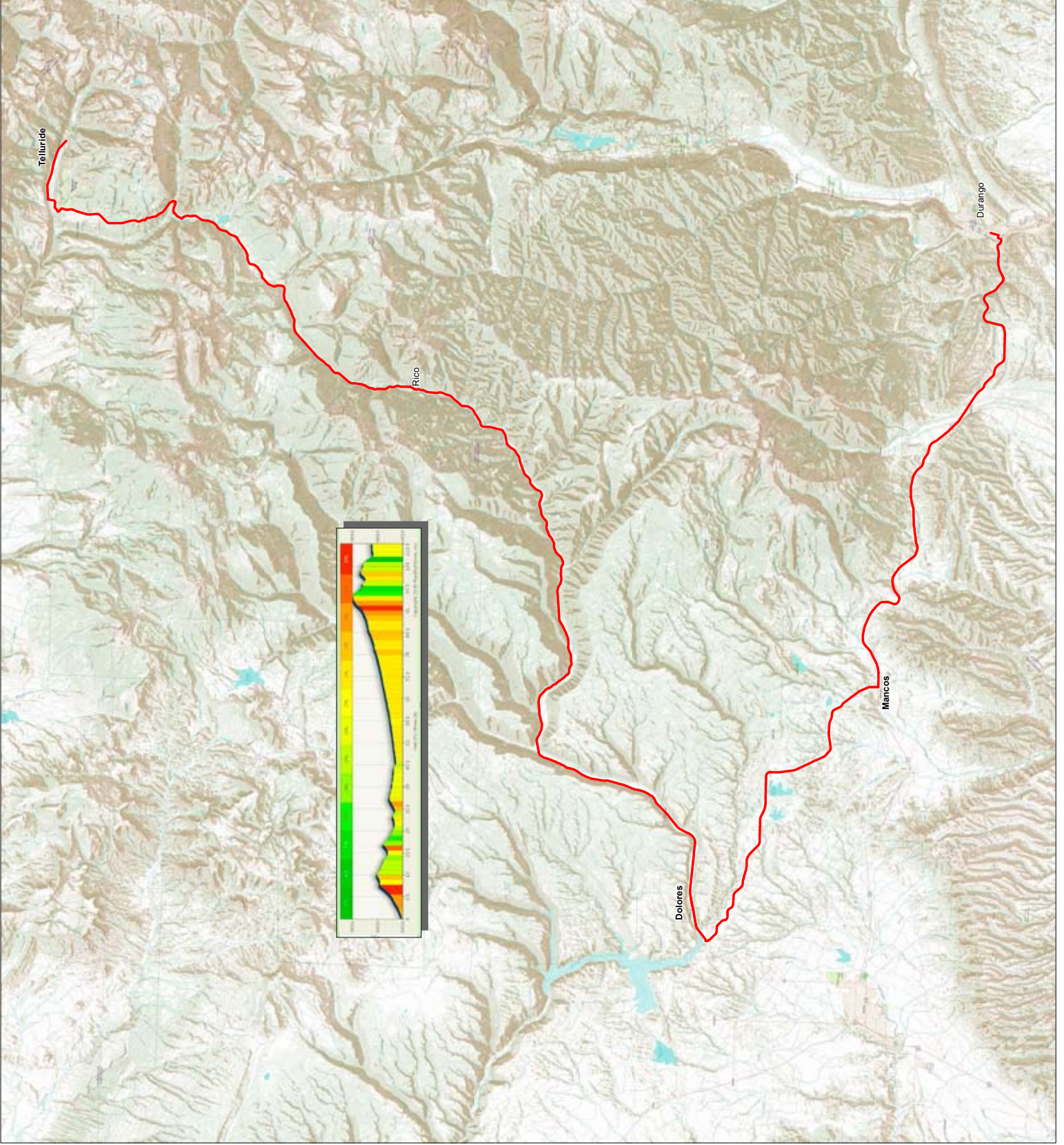
Morgul Bismark

Stage 7:

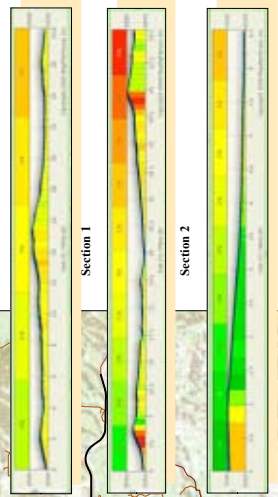
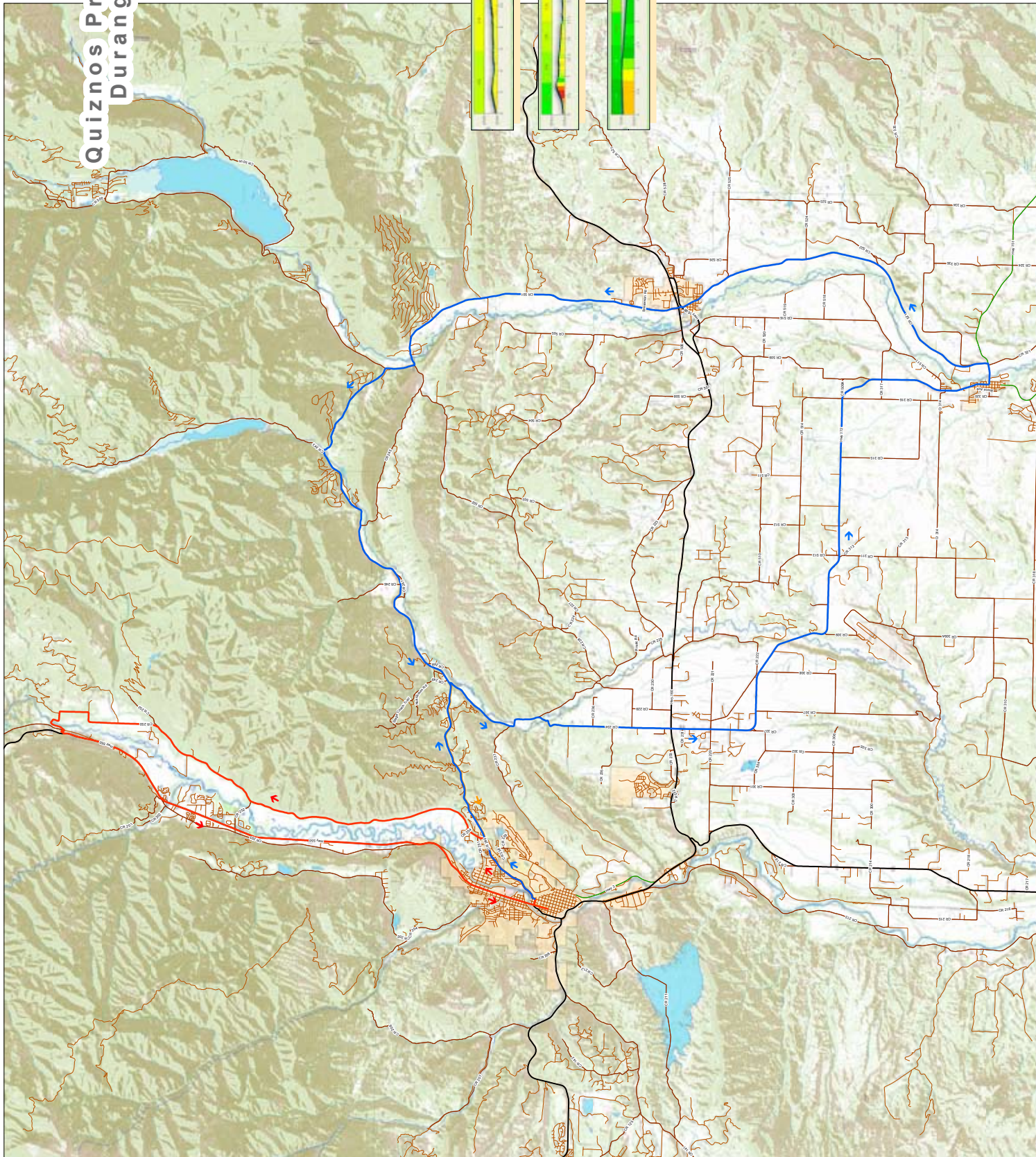
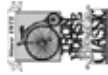
Circuit in Denver



Quiznos Pro-Challenge Durango - Telluride Stage



Quiznos Pro Challenge Durango Stage



Legend

- Quiznos Pro Challenge
- Course Stage
- Section 1
- Section 2
- Section 3
- Major Roads
- UTM COUNTY
- STATE
- US Highways/Interstates
- Water Features



Marketing Plan

Media

In order to maximize media exposure for Quiznos Pro Challenge, Durango and Colorado, Durango would create and implement a media plan leading up to the race. Working with Medalist Sports, Colorado Tourism Office, the City of Durango, Durango Area Tourism Office and the State of Colorado we would develop an action-oriented media plan to achieve measurable results for the event, our sponsors and our city.

We will utilize our media database (Cision) and personal media relationships to expand and target the dissemination of information throughout the race process. Our media list consists of 310 media within 100 miles of Durango.

Print

Target: Local, regional, national publications

Local: Durango Herald, Durango Telegraph, Durango Magazine, newsletters (Momentum, local employers, etc.)

Regional (driving distance): Cortez Journal, Farmington Daily Times, Southern Ute Drum, Dolores Star, Pine River Times, Mancos Times, Silverton Standard, Rico Bugle, Telluride Daily Planet, Valley Courier, Pueblo Chieftan, Grand Junction Sentinel, Denver Post, Arizona Republic News

National: Outside magazine, Sunset, Biking Publications, NY Times

- Utilize inserts.
- Press releases and feature stories
- Full- and quarter-page print ads in Herald and weekly Durango Telegraph
- On-line presence for both ads and special articles

Radio

Target: Local and regional

Local: KSUT, KDUR, Four Corners Broadcasting, KSJD, San Juan College broadcasts

Possible agreement for all stations includes:

- :30 and :60 second commercials
- PSAs
- Promotional programs/incentives
- Live and pre-recorded interviews pre-race
- Promotional giveaways
- Live interviews on race day
- Live broadcast from the finish by Bob Roll?

TV

Target: Local and regional (within driving distance)

Local: Major networks in both the Denver and Albuquerque markets

- Interviews with local celebrities



MARKETING & PUBLIC RELATIONS

Event

- Purchase of 5,000 cowbells and wooden train whistles to be distributed through local merchants and restaurants, and on race day from their festival booth commercials
- Full service public relations services

Web-based newsletters

- Create race-specific On-Line Newsletter
- E-newsletters from Trails 2000 (2500), Durango Mountain Resort (100,000) Iron Horse Bicycle Classic, Durango Area Tourism Office

Web Site and Social Media

- Created new local web site and new year-round fundraising site
- Facebook and Twitter accounts for event

Media Events

- Create Durango Gran Fondo to raise money for LOC and build awareness
- Event to occur on Sunday, August 28

Community Outreach

- Engage members of the community to build awareness and knowledge of the event and the benefit for Durango.
- Durango Area Tourism Office, BID, Chamber of Commerce and other organizations will distribute information provided by Tour to their respective members.
- Flyers and Posters: Place along the route within City limits with emphasis on the Downtown.
- City Banners: utilize permanent city banner program (3 locations)



Speaking Engagements

Raise awareness of the race, identify sponsors, build following, create energy, solicit volunteers.

Opportunities:

City Council
BOCC
Chamber Board meeting
BID Board Meeting
What's Up Downtown?
Kiwanis Club
Rotary Clubs
Durango Wheel Club

Trails 2000
DEVO development team
Parks and Rec Advisory Boards
Corporate meetings and events
City and County Staff meetings
Service Organizations
Wheel Club

Education Programs

Utilize existing programs to spread the word:

- Bicycle Safety Town
 - Durango 9-R School District
 - Kids and adults
 - Wheel Club
 - City bills
-

Ancillary Events

- Durango to Telluride Gran Fondo
 - Bike to Work Week special events to promote race
-

Local Organizing Committee

Create an LOC that involves, engages and maintains commitment from individuals representing all areas of expertise. This committee will cement the commitment of public and private sectors of the community to create a functional key and the supporting structure



Financial Commitment

The three main goals to bring a stage of Quizno's Pro Bike Tour Challenge to Durango are:

1. Bring the stage back to Durango in 2012
2. Raise at least \$100,000 in committed and pledged sponsorship funds to cover the cost of the event between the time the proposal is submitted and the date of the event

Note: Given the date change our lodgers are not in a position to lower rates during peak season where we normally have full occupancy, The date change has also impacted our ability to utilize Fort Lewis College Housing. The LOC will work to establish the lowest possible rates for the event and can commit to raising up to \$100,000 for lodging/auxiliary space and meals. Additionally the LOC will provide operational setup for event and all city incurred expenses. Costs above the stated amounts will need sponsorship outside of our regional sponsor ask with the help of Medalist Sports. In order to secure lodging a 50% deposit will need to be made by mid October 2010. Final payment to be made to lodgers no later than May 31, 2011.

The media attention and publicity associated with this event will propel Durango, and the entire region, into the forefront of the biking world for years to come. The long-term financial and economic impacts of this event will benefit us in ways not yet imagined. As a host city for many bike events, the Quiznos Pro Bike Tour Challenge is a logical next step. Our past success and proven track record with financing not only other bike events, but a wide variety of special events, should indicate our ability as a community to perform to your expectations.



Quotes from local bicyclists and athletes...

"Durango is a perfect fit for a stage of the Quiznos Pro Challenge. As the owners of the local Quiznos franchise, we endorse a stage of the race coming to our wonderful town."

– Janice and Bert Haines
Owners, Quiznos/Durango

"Having had the pleasure of being born in Durango, I've seen a lot of changes over the past four decades but the commitment of the community to support each other was not waned. A major stage race would be a perfect fit for Durango and the race itself."

– Travis Brown

"The organization of the IronHorse, World Championships, NORBA Nationals, Fort Lewis College and other races I've participated in in Durango have been top-notch. There's no question in my mind Durango is destined to be a stage in the Quiznos Pro Challenge."

– Ned Overend



RESOLUTION R-2010-30

**A RESOLUTION EXTENDING A FORMAL INVITATION TO HOST THE
START OF THE INAUGURAL QUIZNOS PRO CHALLENGE BICYCLE RACE
IN 2011 IN DURANGO, COLORADO**

WHEREAS, with a cycling heritage that began with the formation of the Durango Wheel Club in the 1890's, Durango has a long history as a bicycle friendly community; and

WHEREAS, Durango hosts the Iron Horse Bicycle Classic - one of the largest and longest continuously run cycling events in the United States; and

WHEREAS, Durango boasts more than 1,000 miles of trails and has recently been awarded the prestigious Silver Level Bicycle Friendly Community designation from the League of American Bicyclists; and

WHEREAS, Durango has been the staging site for national bike tours, including Ride the Rockies Bicycle Tour, Colorado Peace Ride, and the Bicycle Tour of Colorado and may hold bragging rights for more pro athletes per capita than any other town in the United States, including Travis Brown, Chris Wherry, Elke Bruetsart, Greg Herbold, John Tomac, Shonny Vanlandingham, Ned Overend, Todd Wells, Matt Shriver, Mike Elliot, Dolph Kuss, and Ruthie Mathis; and

WHEREAS, Durango is home to Fort Lewis College, 13-time national cycling champions, including the NCAA Collegiate National 2009, 2004 & 2003 Mountain bike Champions, 2004 & 2003 Collegiate National Cyclocross Champions, and 2004 Collegiate National Road Bike Runners Up; and

WHEREAS, the Quiznos Pro Challenge is a new international pro-cycling event to be held in Colorado that will reinvigorate the legacy of the Colorado-based Coors International Bicycle Classic; and

WHEREAS, the Quiznos Pro Challenge is expected to become one of the most significant international pro-cycling events worldwide.

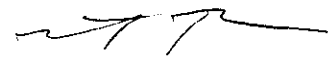
NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Durango, Colorado, in a regular meeting assembled that:

It is with great pleasure and excitement that the community of Durango stands together to extend a formal invitation to host the start of the inaugural Quiznos Pro Challenge bicycle race in 2011 right here in Durango, Colorado.


Approved and adopted this 7th day of September, 2010

CITY OF DURANGO COLORADO

by


Michael Rendon, Mayor

ATTEST:


City Clerk



JOHN T. SALAZAR

3RD DISTRICT OF COLORADO

326 CANNON HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
202-225-4761
202-226-9669 (FAX)



COMMITTEE ON APPROPRIATIONS

Congress of the United States
House of Representatives
Washington, DC 20515

September 7, 2010

To Whom It May Concern:

RE: Quiznos Pro Challenge race in Colorado

It is my understanding that there is a rare opportunity for the City of Durango to participate in the 2011 Quiznos Pro Challenge bicycle race when the race comes to Colorado next year. I am writing to express my support for the race course to include parts of Colorado's beautiful Third Congressional District with Durango as a major stop on the tour.

As a renowned bicycle town, it would be significant to have Durango as a host of the Quiznos Pro Challenge race. Athletes and spectators alike could take advantage of all the natural beauty, historic charm, and supportive small businesses that southwest Colorado offers to visitors.

Thank you for your work to include Durango on this tour. If I may be of any assistance, please contact my Durango district office.

Sincerely,

A handwritten signature in cursive script that reads "John T. Salazar".

John T. Salazar
Member of Congress

134 WEST B STREET
PUEBLO, CO 81003
719-543-8200
719-543-8204 (FAX)

225 NORTH 5TH STREET, STE 702
GRAND JUNCTION, CO 81501
970-245-7107
970-245-2194 (FAX)

609 MAIN STREET, #6
ALAMOSA, CO 81101
719-587-5105
719-587-5137 (FAX)

813 MAIN AVENUE, STE 300
DURANGO, CO 81301
970-259-1012
970-259-9467 (FAX)



1000 AIRPORT ROAD, BOX 1
DURANGO, CO 81303
Phone: 970-382-6069
FAX: 970-247-8145
DENTRB@ci.durango.co.us

Ron Dent, AAE
Director of Aviation

September 2, 2010

Kelly Greene
VP of Event Management
Medalist Sports
1015 Tyrone Rd., Suite 710
Tyrone, GA 30290

Dear Ms. Greene:

The Durango-La Plata County Airport is enthusiastically committed to providing whatever support is needed to host the overall start stage of the inaugural Quiznos Pro Challenge.

Durango has a reputation as a "bicycle crazy" town, a reputation that is on display on most area roads on any given weekend or evening. We are proud of our Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Durango also hosts one of the oldest, largest bicycle races in the country, the Iron Horse Bicycle classic. Hosting the start to what is likely to become one of the most significant international pro-cycling events worldwide offers our community an exciting opportunity to showcase Durango and the southwest region of magnificent Colorado.

Air service to the Durango-La Plata County Airport is currently provided by United Express, Frontier Airlines and US Air, offering over 700 seats daily to and from Durango. As a result of being served by Frontier Airlines, a low fare carrier, airline fares to Durango are competitive with or lower than any airport in the region. Our airport stands ready to help insure the success of this race if Durango is chosen as a stage start.

On behalf of the Durango-La Plata County Airport, we look forward to showcasing the community of Durango and appreciate your consideration of our proposal!

Yours very truly,

A handwritten signature in blue ink that reads "Ron Dent".

Ron Dent
Director of Aviation



Durango Fire & Rescue Authority

142 Sheppard Drive Durango, Colorado 81303 970/382-6000 Fax 970/382-6018

August 27, 2010

Kelly Greene
VP of Event Management
Medalist Sports
1015 Tyrone Rd., Suite 710
Tyrone, GA 30290

Dear Ms. Greene:

The Durango Fire & Rescue Authority (DFRA) is enthusiastically committed to providing whatever support is needed to host the overall start stage of the inaugural Quiznos Pro Challenge.

Responding to 325 square miles, DFRA maintains 16 stations with a total of 171 employees and members. Although primarily providing fire suppression and medical response services, DFRA also have special operations teams who are specifically trained to provide advanced response capabilities for high risk situations. Additionally, DFRA's EMS Division operates six fully-licensed Advanced Life Support ambulances and three transport rescues. Certified Paramedics, along with Basic- and Intermediate- level Emergency Medical Technicians are proud to practice some of the most advanced pre-hospital medicine allowed within DFRA's jurisdiction.

Durango has a strong bicycling culture that is interwoven with our history, sporting events, lifestyle, and economics. We proudly display the Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Hosting the start to what is likely to become one of the most significant international pro-cycling events worldwide offers our community an exciting opportunity to showcase Durango and the southwest region of magnificent Colorado.

On behalf of the Durango Fire & Rescue Authority, we look forward to showcasing the community of Durango and appreciate your consideration of our proposal!

Sincerely,

A handwritten signature in blue ink that reads "Daniel J. Noonan".

Daniel J Noonan
Chief



August 30, 2010

Kelly Greene
VP of Event Management
Medalist Sports
1015 Tyrone Road Suite 710
Tyrone GA 30290

Dear Ms. Greene,

The City of Durango is preparing a response to a "Request for Proposal" to host the overall start stage of the 2011 *Quiznos Pro Challenge*. On behalf of the men and women of the Durango Police Department, I want to pledge our support and commitment to provide whatever public safety resources are necessary to ensure the success of the first stage of the Inaugural Quiznos Pro Challenge.

As you may know, Durango is a destination location for sports enthusiasts, and home to a vibrant bicycling culture. The Police Department is part of that culture as evidenced by the number of on-duty and off-duty riders. We're proud of our commitment to bicycling and believe that this event would serve to showcase our unique mountain community and its' tourist-friendly residents.

The Durango Police Department consists of fifty-six sworn officers and ten support staff. We have existing mutual aid agreements, memorandums of understanding, and/or intergovernmental agreements with several local and State public safety agencies that can be called upon to assist us with security and traffic control. Our department is compliant with the National Incident Management System requirements and we are experienced at handling many special events in and around the City. We fully endorse a proposal to bring the start of this event to our City and once again pledge our support to make this a safe, successful, and enjoyable experience for riders and visitors alike.

On behalf of the Durango Police Department, we look forward to showcasing the community of Durango and appreciate your consideration of our proposal.

Sincerely,

David J. Felice
Chief of Police



Vice President for Finance and Administration
1000 Rim Drive
Durango, CO 81301
970-247-7196 (phone)
970-382-6948 (fax)

August 26, 2010

To Whom It May Concern:

Fort Lewis College is enthusiastic in its support of having Durango, Colorado host the overall start stage of the inaugural Quiznos Pro Challenge. The College is committed to extending its facilities and personnel resources to make this event a resounding success.

Durango has a strong bicycling culture that is interwoven with its history, sporting events, lifestyle, and economics. The community proudly displays the Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Hosting the start to what is likely to become one of the most significant international pro-cycling events worldwide offers our community an exciting opportunity to showcase Durango and the southwest region of magnificent Colorado.

Fort Lewis College is proud to be located in Durango, and equally proud of Durango's reputation as a bicycling community. The College itself has a well-deserved reputation in the cycling community, having a cycling team that boasts numerous discipline specific national cycling championships. The College is currently the home of the nations' #1 ranked Division I collegiate cycling team.

Furthermore, the College is well versed in hosting large events, with a robust and successful Conference Services department. The College has numerous housing options and is capable of providing excellent foodservice to its guests.

On behalf of Fort Lewis College, we look forward to showcasing the community of Durango and appreciate your consideration of our proposal!

A handwritten signature in black ink, appearing to read "S. Schwartz".

Steven J. Schwartz
Vice President for Finance and Administration



8/30/2010

Quiznos Pro Challenge/Medalist Sports:

The Iron Horse Bicycle Classic is enthusiastically committed to providing appropriate support needed to host the overall start stage of the inaugural Quiznos Pro Challenge.

Durango has a strong bicycling culture that is interwoven with our history, sporting events, lifestyle, and economics. We proudly display the Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Hosting the start to what is likely to become one of the most significant international pro-cycling events worldwide offers our community an exciting opportunity to showcase Durango and the southwest region of magnificent Colorado.

The Iron Horse Bicycle Classic, founded in 1972, has a reliable history of working with local and state governments as well as rallying support in the community to promote and orchestrate world class cycling events. Each year the IHBC hosts 3300 riders from the United States and across the Globe. The Organization was also instrumental in the 1990 World Mountain Bike Championships, 2001 World Cup, and 14 National Championships. We are proud of the tradition that has been forged, and offer our resources to ensure a successful Quiznos Pro Challenge stage in Durango.

On behalf of Iron Horse Bicycle Classic we look forward to showcasing the community of Durango and appreciate your consideration of our proposal!

Sincerely

Ed Zink – Founder and Chairman of the Board
Gauge Sippy - Director

State Representative
ELLEN ROBERTS
P.O. Box 3373
Durango, CO 81302
District: 970-259-1594
Capitol: 303-866-2914
Fax: 303-866-2218
E-mail: ellen.roberts.house@state.co.us



Member:
Health & Human Services Committee
Finance Committee
Legislative Legal Services

COLORADO
HOUSE OF REPRESENTATIVES

State Capitol
Denver
80203

September 1st, 2010

Kelly Greene
VP of Event Management
Medalist Sports
1015 Tyrone Rd., Suite 710
Tyrone, GA 30290

Dear Ms. Greene:

As state representative for Colorado House District 59 and as a resident of La Plata County, I am sending you this letter to enthusiastically support the City of Durango hosting the start stage of the inaugural Quiznos Pro Challenge.

Durango has a strong bicycling culture that is interwoven with our history, sporting events, lifestyle, and economics. We proudly display the Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Hosting the start to what is likely to become one of the most significant international pro-cycling events worldwide offers our community an exciting opportunity to showcase Durango and the southwest region of magnificent Colorado.

No doubt you are aware of the immense popularity of the Iron Horse Bicycle Classic that is held each Memorial Day starting in Durango and ending in Silverton. I rode in the citizen (non-race) portion of the Iron Horse several years ago and can personally attest to the commitment our area has for that race and bicycling in general. The addition of the Quiznos Pro Challenge to our area would be a boon for us, but also a wonderful draw for attracting participants to your inaugural event as well.

I have lived in the Durango area for over twenty years and have seen this community embrace new projects and make them not only work, but be outstanding events. I am confident that will happen in this case as well and I know that the City of Durango and the area's citizens and businesses will do a great job of showcasing for you the community of Durango. I appreciate your consideration of Durango's proposal!

Sincerely,

Ellen Roberts, State Representative, House District 59

***Stephens Parker
116 Blue Sky Drive
Durango, CO 81301-7146
970.382.9551
Parker3097@yahoo.com***

September 2, 2010

Kelly Greene, VP Event Management
Medalist Sports
1015 Tyrone Rd, Suite 710
Tyrone, GA 30290

Dear Ms Greene:

In 1985, I was a CEO of a community bank in Durango and was introduced to the marvelous world of bicycling by the guy responsible for the Iron Horse Bicycle Classic, Ed Zink. At that time the race was heading into its 14th season. The impact of my participation moved me to become a serious cyclist. Since then, I have participated in 20 Iron Horse races, ridden across Colorado several times and, recently, across the USA twice. It is safe to say that cycling has become a major part of my life. Indeed, it has become an integral part of all the things that make SW Colorado so unique.

We have hosted so many race and tour events over the years that this region and especially this community are seasoned to the needs and wants of cyclists whether they are casual tour riders or the Lance Armstrong's of the world. We were thrilled to be awarded the Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Additionally, we hosted the Denver Post's Ride the Rockies and Colorado Heartcycle's San Juan Odyssey tour both this year.

At present, I am serving my third term on the Colorado Transportation Commission. My involvement with CDOT has made our entire state a better place to ride. It is my firm belief that the inclusion of Durango and the San Juan mountains to host the overall start stage of the inaugural Quiznos Pro Challenge would add to the luster of this inspired event. I add my full support to this request and will look forward to the race coming here next summer.

Please call if you have any questions.

Cordially,

Steve Parker

Stephens Parker



Department of Sustainable Services

September 1, 2010

Mayor
Michael Rendon

Mayor Pro-Tem
Christina Thompson

City Council Members
Doug Lyon
Leigh Meigs
Paul Broderick

City Manager
Ron LeBlanc

Kelly Greene
VP of Event Management
Medalist Sports
1015 Tyrone Rd., Suite 710
Tyrone, GA 30290

Dear Ms. Greene:

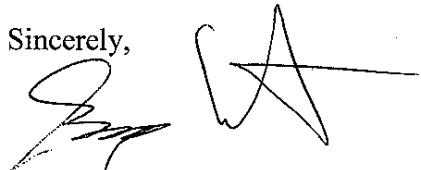
The City of Durango's Department of Sustainable Services is enthusiastically committed to providing solid waste and recycling services to the start stage of the inaugural Quiznos Pro Challenge.

Durango has a strong bicycling culture that is interwoven with our history, sporting events, lifestyle, and economics. We proudly display the Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Hosting the start to what is likely to become one of the most significant international pro-cycling events worldwide offers our community an exciting opportunity to showcase Durango and the southwest region of magnificent Colorado.

The City of Durango has been providing solid waste services for over 100 years and has provided recycling services for 20 years. We are very passionate about preserving our natural environment and doing our part to sustain the natural beauty that we live in. We provide a full spectrum of solid waste and recycling services for special events. We have the equipment and personnel required to handle the solid waste and recycling needs of the Quiznos Pro Challenge. We are fully committed to providing services that would limit the waste stream going to the landfill and our staff members will restore the area to pre-event condition.

On behalf of the City of Durango's Department of Sustainable Services, we look forward to showcasing the community of Durango and appreciate your consideration of our proposal!

Sincerely,



Greg Caton
Assistant City Manager/Director of Sustainable Services

do the right things! Join the movement...dotherightthings.net



August 30, 2010

Medalist Sports
Kelly Greene
Vice President, Event Management
Medalist Sports
P.O. Box 415
Tyrone, GA 30290

Dear Ms. Greene:

Trails 2000 is a non profit trails advocacy that has been a part of Durango's heritage and culture for over 20 years. Formed during the 1990 World Championships, the organization fosters a spirit of collaboration and volunteerism, working with the Forest Service, BLM, County and City on trail building and maintenance; educating trail users and advocating for connectivity on road, path and trail. Our organization was the founding member of Bicycle Friendly Durango.

We welcome the Quiznos Pro Challenge to Durango and will commit to making this effort a first class event for Durango, Colorado, Quiznos and Medalist Sports. You will be pleased with the high level of cooperation that exists in Durango and the can-do spirit we bring to events.

We look forward to working with you!

Happy Trails,

Mary Monroe

Mary Monroe
Director

DURANGO

- C O L O R A D O -

Kelly Greene
VP of Event Management
Medalist Sports
1015 Tyrone Rd., Suite 710
Tyrone, GA 30290

Dear Ms. Greene:

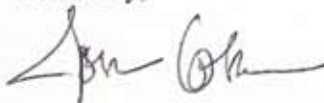
The Durango Area Tourism Office is enthusiastically committed to providing support required to host the overall start stage of the inaugural Quiznos Pro Challenge.

Durango has a strong bicycling culture that is interwoven with our history, sporting events, lifestyle, and economics. We host numerous journalists and media, who marvel at the amount of services, trails, roads and advocates for biking. We proudly display the Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Hosting the start to what is likely to become one of the most significant international pro-cycling events worldwide offers our community an exciting opportunity to showcase Durango and the southwest region of magnificent Colorado.

Durango Area Tourism Offices interacts with local, regional, national and international media to promote Durango and La Plata County's multitude of attractions and events. We are prepared to assist in the Quiznos Pro Challenge media efforts leading up to the event, during the race and post event. With a proven media database complemented by Cision Point media services and a highly skilled public relations staff we can provide the top level of media commutations for this event.

On behalf of the Durango Area Tourism Office, we look forward to showcasing the community of Durango and appreciate your consideration of our proposal!

Sincerely,



John Cohen
Executive Director



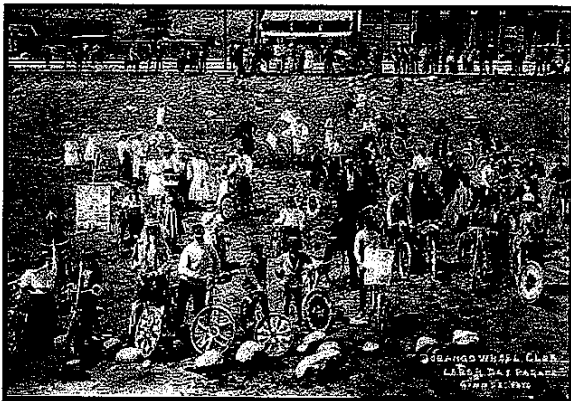
County Administration
1060 East 2nd Avenue
Durango, Colorado 81301
(970) 382-6210
www.co.laplata.co.us

September 9, 2010

Medalist Sports
Kelly Greene
Vice President, Event Management
Medalist Sports
P.O. Box 415
Tyrone, GA 30290

Dear Ms. Greene:

There are few places in Colorado that can boast the kind of scenic beauty, cultural diversity, and cycling history that La Plata County offers. La Plata County is the home of Durango, Colorado, the primary population and cultural center of Southwestern Colorado and the Four Corners Region. We are home to over 50,000 residents, and we serve as host to hundreds of thousands of visitors that come to our County each year. Visitors and residents alike take full advantage of our many amenities — incredible Rocky Mountain scenery, immaculate trail systems, more four star restaurants per capita than San Francisco, and of course, our historic Durango & Silverton Narrow Gauge Railroad.



But our history includes considerable more than just our train. Cycling has long been an integral part of our culture. While many Colorado communities have relatively recently recognized the positive social, environmental, and economic effects of promoting a “bike culture,” La Plata County residents have lived it for more than a century. As demonstrated by the photograph of the Durango Wheel Club Labor Day Parade taken in 1895, cycling has been a major

part of our history. In addition to the more than a century-old Durango Wheel Club, many other cycling clubs and organizations, such as Trails 2000 and Fort Lewis College’s Cycling program continue the cycling legacy that makes La Plata County’s heritage so special.



We invite Medalist Sports and the Quiznos Pro Challenge to become a part of our long cycling tradition. Our community has a history of organizing great cycling events — from the inaugural Mountain Bike World Championship in 1992 to this coming year's fortieth anniversary of the Iron Horse Bicycle Classic. We sincerely hope that you will take us up on our offer to bring the Quiznos Pro Challenge to our County.

Sincerely,

A handwritten signature in black ink, appearing to read "Shawn Nau", is written over a faint, larger version of the signature.

Shawn Nau, County Manager
La Plata County, Colorado

SHN/idi



September 8, 2010

Quiznos Pro Challenge selection committee:

Bicycle Colorado is excited that the town of Durango and its surrounding communities are proposing to host a stage of the 2011 Quiznos Pro Challenge. Durango and southwest Colorado are among the many outstanding communities that would make excellent hosts for a stage of professional bike racing in our state.

Durango has an extensive history in the bicycle and racing community. In May 2011, the Durango-Silverton Iron Horse Bicycle Classic will be celebrating its 40th year of bicycle racing, with events for both racers and recreational riders. In addition to road biking, Durango is one of several Colorado communities that is known worldwide for its exceptional mountain biking.

Colorado is proud to have 11 "Bicycle Friendly Communities," as judged by the League of American Bicyclists. Durango is one of those communities, having worked to implement bicycling infrastructure and policies that support cycling as an alternative to motor vehicles.

Bicycle Colorado looks forward to the formal announcement of the route and the host communities for the 2011 Quiznos Pro Challenge. Durango, its community leaders, bicycle industry experts, and history all contribute to Durango being one of the excellent choices to host a stage of the Quiznos Pro Challenge.

Regards,

Scott B. Christopher
Bicycle Colorado
1525 Market St., Suite 100
Denver, CO 80202



**CITY of
DURANGO**

City Council

September 2, 2010

Kelly Greene
VP of Event Management
Medalist Sports
1015 Tyrone Rd., Suite 710
Tyrone, GA 30290

Mayor
Michael Rendon

Mayor Pro-Tem
Christina Thompson

City Council Members
Douglas Lyon
Leigh Meigs
Paul Broderick

City Manager
Ron LeBlanc

Dear Ms. Greene:

Enclosed is Durango's proposal and response to the RFP for the 2011 Quiznos Pro Challenge Bicycle Race. Our community is thrilled to have this opportunity and is enthusiastically committed to providing whatever support is needed to host the overall start stage of the inaugural Quiznos Pro Challenge.

Durango has a strong bicycling culture that is interwoven with our history, sporting events, lifestyle, and economics. We proudly display the Silver Level Bicycle Friendly Community designation recently received from the League of American Bicyclists. Hosting the start to what is likely to become one of the most significant international pro-cycling events worldwide offers our community an exciting opportunity to showcase Durango and the southwest region of magnificent Colorado.

We look forward to the opportunity to showcase the community of Durango and hope that you will select Durango to host the start of the inaugural Quiznos Pro Challenge.

Thank you for your consideration of our proposal!

Best Regards,



Michael Rendon
Mayor

MEMORANDUM

Date: September 8, 2010

To: Jim Birrell, Kelly Greene – Medalist Sports

From: Dennis Cavner – Board Member, Past Chairman - Livestrong

Re: Quiznos Pro Challenge – Durango

It was great to be with you this week in Durango. The Quiznos Pro Challenge is shaping up to be a very important cycling event for the U.S. and will showcase Colorado for the world. I'm glad that the management of this event is in your very capable hands and I'm confident that it will be a huge success.

There were some critical points that I picked up on during the discussions, and I'd like to share my thoughts for your consideration.

- Durango's rich cycling history will provide substantial media and sponsor interest. 2011 will be the 40th anniversary of the Iron Horse Classic, one of the seminal cycling events in the U.S. The Durango Wheel Club dates to 1895 and is a vibrant, active cycling community. Numerous national and international events have been held in Durango over the years.
- The Durango community will support the event with volunteers and other support in a fashion not likely to be seen in any other community.
- Corporate sponsorship and media coverage are vital components of a successful event. The Durango venue for a gala and other pre-race events can be a significant opportunity. Quiznos management, customers, partners, other sponsors, and media will be treated to beautiful and unique natural beauty and slices of Americana (steam train, historic downtown) that will result in a great start for the event.

My recent experience with the Durango community has been outstanding. In October 2009 Durango hosted the world premiere of the "Race Across the Sky" documentary of the Leadville 100 mountain bike race. Lance Armstrong, Dave Wiens, Travis Brown, Matt Shriver and all the key players attended a very successful gala and premiere. As a testament to the cycling enthusiasm in Durango, this event sold out online in 13 minutes. I watched as the Durango team (led by Mary Monroe) organized and executed a flawless event that was on par with Livestrong events that we have hosted around the world.

In 2010 we organized a Team Livestrong participation in the Iron Horse Classic. In what was a very tough economic year, we exceeded our goals by almost 20% in both participation and fundraising. All of our Team members had an amazing experience and we will continue to build this relationship for the future. Ed Zink, Gaige Sippy, and Chris Vivolo are the core management for the Iron Horse and are great partners for Livestrong.

I am confident that Durango can provide superior execution for the Quiznos Pro Challenge. Further, I think Durango offers great opportunities for Quiznos to host important relationships in a unique setting and to build early momentum in media interest in the event.

Mercy Regional Medical Center

Administration

September 8, 2010

Kelly Greene
VP of Event Management
Medalist Sports
1015 Tyrone Rd., Suite 710
Tyrone, GA 30290

Dear Ms. Greene:

On behalf of Mercy Regional Medical Center, I want to express enthusiastic support for Durango hosting the overall start stage of the inaugural Quiznos Pro Challenge.

You no doubt are aware of the cycling legacy in our community, which spans several generations and virtually all skill levels. The strong cycling culture here has evolved in large part thanks to the region's climate and the phenomenal area roads that not only challenge riders, but expose them (and viewers) to some of the most spectacular scenery in the country.

Durango may be a relatively small city, but it has a big heart. I know from experiencing locally hosted events like the Mountain Biking World Championships, Single Speed World Championships, Iron Horse Bicycle Classic, etc., that the whole community—including the public sector, business community, and citizen volunteers—will come out in support this event if Durango is fortunate enough to host the start of what will surely become one of the premiere cycling events in the country.

Mercy is southwest Colorado's largest provider of healthcare services, and supporting this event is consistent with our mission of promoting health and wellness in the communities we serve. The benefits of living an active lifestyle are well known, and many physicians and employees, including me, are cycling enthusiasts.

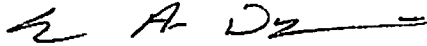
Regarding Mercy Regional Medical Center's direct support, we are prepared, 24 hours a day, to provide emergency medical care to any of the race team members or spectators. Board-certified specialists on staff include emergency physicians, trauma surgeons, orthopedic and spine surgeons, cardiologists, pulmonologists, and many more. Our 82-bed, state-of-the-art hospital is a designated Level III Trauma Center and has an on-site helipad that can facilitate rapid patient transport to and from our hospital, if needed.

Finally, we are interested in learning more about supporting the event through sponsorship opportunities. For many years Mercy has sponsored sports events like the locally run Iron Horse Bicycle Classic, one of the nation's oldest cycling tours, and organizations like

Durango DEVO, which teaches kids to safely ride and competitively race mountain bikes. Mercy also has a program that provides community education and creates awareness about brain injuries and the importance of wearing helmets when cycling. At events throughout the year we provide free helmets to children who otherwise cannot afford them.

Overall, we think the Quiznos Pro Challenge would be a great fit for Durango and a great fit for Mercy Regional Medical Center. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Kirk A. Dignum". The signature is fluid and cursive, with a horizontal line extending to the right.

Kirk A. Dignum, Ph.D.
President & CEO



County Administration
1060 East 2nd Avenue
Durango, Colorado 81301
(970) 382-6210
www.co.laplata.co.us

September 9, 2010

Medalist Sports
Kelly Greene
Vice President, Event Management
Medalist Sports
P.O. Box 415
Tyrone, GA 30290

Dear Ms. Greene:

On behalf of beautiful La Plata County, Colorado, I am pleased to invite the inaugural Quiznos Pro Challenge to begin its tour in our incredible County. We are excited by the potential that bringing the Quiznos Pro Challenge offers to teams, riders, sponsors, promoters, and the Southwest Colorado community. The scenic beauty of the San Juan Mountains, coupled with the public support and "real town" amenities offered by our community makes La Plata County the perfect starting place for the first stage of a "Durango to Denver" tour.

As demonstrated by the hundreds of hours donated each year by the many volunteers that make events like the Iron Horse Bicycle Classic and organizations like Trails 2000 so successful, La Plata County is home to serious and dedicated cycling fans who know how to organize successful events. Without hesitation, I can assure you of excellent coordination, ravenous fans and community support. There are, simply put, few places in America that love cycling as much as La Plata County. Please put us to the test.

Sincerely,

Wally White, Chairman
La Plata County Board of Commissioners

WW/shn



The Dirt on Durango

Usually it's not a compliment to call a town dirty, but when it comes to the fat tire crowd, the more dirt the better. And you'll find plenty of the stuff in Durango, one of Colorado's top mountain biking meccas. Unlike some towns that paint themselves as the Emerald City of fat tire biking, Durango remains unpretentious and old-fashioned—a mountain biking haven to the core. While local riders' flashy jerseys and spandex continue to stand out among the town's chaps and boots, this quirky but passionate clan has carved a niche that's become an important part of Durango's culture.

Dwarfed by the San Juan Mountains, and curled in the arms of the Animas River, this former mining town marks a place where arid desert terrain meets lush spruce forests. In a landscape that locals call God's country, you can't go wrong — especially if you're on two wheels.

While Durango offers endless tracks of varying levels, consider these three classic rides, which combine stunning scenery and challenging, pristine singletrack.

Horse Gulch

The easiest of the three rides, Horse Gulch is accessible from downtown Durango at the corner of 8th Avenue and 3rd Street. The jeep road (now closed to motor vehicles) climbs from the southeastern corner of town, and eventually tapers off with views of a rugged, juniper-forested valley to the east, and a hill on the opposite side. This one- to two-hour out-and-back is a great warm-up if you're new to town. To extend the ride, try a well-marked branch trail like The Meadow, another beginner path running east through sagebrush and scrub oak. Off The Meadow you can test yourself with a technical climb up Telegraph Hill.

Hint: If it's a hot day, try this exposed trail in the early morning or as an after-dinner ride.

Dry Fork Loop (Colorado Trail)

Either pedal 8.5 miles via Highway 160/Lightner Creek Road/Dry Fork Road to this trailhead, or drive to this popular loop just northwest of town, which borders a state wildlife area. You can't beat the singletrack along this intermediate half-day ride (about three hours). The shady, tree-lined path rolls creekside during many portions, offering some steep, but a mostly moderate ride. Watch for horse traffic on this trail, especially during fall hunting season.

Hint: Avoid Dry Fork after a serious rainstorm; the predominantly shale trail will cake your fat tires—and your body—with a sticky, annoying paste.



Hermosa Creek

This one's a full-day trip and does involve a shuttle, unless you opt for an out-and-back. If you don't mind shuttling, you have two options: Start from Hermosa, 10 miles north of town, or drive another 15 miles on US 550 to Durango Mountain Resort (formerly Purgatory Resort). Grab the Forest Road near the resort's entrance, and head west for seven miles over the mountain to Hermosa Park (and the trailhead). Although the route seems like a downhill cruise starting from the resort end, that's not exactly true. You'll certainly lose more elevation than you'll gain during this 20-mile segment, but the lengthy advanced course makes for a rolling ride rather than an all-out sprint to Hermosa. Classic singletrack is present the whole ride, with a few steep sections to get your heart rate up and a few river crossings to cool you down.

Hint: Don't start this ride too late in the day, as the trail rides longer than it looks. The local search-and-rescue team bails out more riders on this trail than any other in the Durango area.

Lessons from Locals

If your bike tires are already burning for Durango, we don't blame you. But not so fast. There are a few things those who live here year-round know best:

Rule 1: Don't make notes on a napkin, says director Ed Zink, of the Iron Horse Bicycle Classic and Durango guru. Buy a map. Your best bet for finding rides right from Durango is the easy-to-use Durango Area Recreation Map. For longer routes in the surrounding San Juans, try the aptly named Bicycle Route on Public Lands of Southwest Colorado, or the detailed Trails Illustrated topo.

Rule 2: Watch the weather. Tricky weather fronts can roll in at any moment, so be prepared—especially on a route like Hermosa, where there are no outs along the way. The summer rain pattern, which starts in July and runs through August, brings afternoon thunderstorms that riders should be on the alert for.

Rule 3: Monitor your own body. New trails have a way of tempting bikers to explore further without the right equipment. Fill your CamelBak a little fuller than you'd like; you don't want to run short on water here. And, of course, slather on the sunscreen. And when it comes to your bike, take the extra tube—and a pump that works.

Pedalers' Grub

Now that you've dreamed the rides and heard the safety speech, it's time to eat. In-town food spots won't disappoint after a long ride. Try biker-friendly Steamworks for frothy home-brews, filling American fare, and a hip crowd. A step up is local favorite, Olde Tymer's Cafe, where you can wash down a hearty pasta dish or burger with a margarita. Or reserve a spot on the patio of Ken and Sue's Place for savory salmon or steak, yummy deserts and excellent service.

This is just a glimpse of Durango. From Denver, follow I-25 south and US 160, or I-70 West and US 550 to experience it firsthand.

Best Outside Towns 2006: Mountain Biking

Durango, Colorado

Population: 15,628



The San Juan Mountains, just outside Durango (PhotoDisc)

Comment On This Article

MY TOWN: DURANGO

"The cycling community is incredible: great group rides, great trails, great roads, and great people," says Durango resident Todd Wells, two-time U.S. cyclocross champ and 2004 mountain-bike Olympian.

One small detail from the Mountain Bike World Cup time trial that was held here five years ago will tell you all you need to know about Durango. The course ran through the Steamworks Brewing Company, entering where the front window had been removed, passing the bar, and exiting via the side patio. That's not the only clue that off-road biking trumps most other priorities in this dirthead arcadia, where the undammed Animas River flows past a backdrop of 13,000-foot-plus San Juan peaks. Photos and jerseys autographed by storied local riders—Ned Overend, Juli Furtado, Myles Rockwell—are boilerplate restaurant decor around the Victorian downtown. The Durango Coffee Company sells six different Tom Danielson blends, named

for the Discovery-team rider and 2005 Tour de Georgia winner who stuck around after graduating Fort Lewis College. Indoctrination starts early: There's a junior-high mountain-bike program and a Durango Wheel Club junior development team. Already graduated? Tuesday-night group rides subdivide into levels A through C and head off for terrain that starts right in town—there's the rolling, 42-mile high-desert Horse Gulch network, the forested singletrack of 40-mile Hermosa Creek, or the steep shale of six-mile Test Track, to name a few. Fast-twitch riders fill up their calendars with weekly time trials and the brutal 48-mile, 5,700-foot-elevation-gain Iron Horse Bicycle Classic to Silverton each May.

REALITY CHECK:

With the Denver and Salt Lake City job markets both more than 300 miles away, all too many starstruck new arrivals join the ranks of advanced-degree holders who end up waiting tables.

NEXT BEST:

Moab, Utah. Why do thousands of riders pilgrimage to this onetime uranium boomtown? Because the prospectors left a thousand miles of singletrack winding over slickrock and through red-rock canyons. The 12,000-foot La Sal Mountains are an uncrowded bonus.

36 Hours in Durango, Colo.



Kevin Moloney for The New York Times

Lily pads on a lake near Durango, Colo.

By ALISON BERKLEY
Published: September 30, 2005

IN Durango, where red-rock buttes and flat-top mesas jut against the sharp peaks of the Rockies, the atmosphere of the Old West is well preserved. On Main Avenue, window displays bristle with cowboy boots and turquoise jewelry, frontier-style saloons feature waitresses in period costume, and the old steam engine on the Durango & Silverton Narrow Gauge Railroad hollers as it rolls into the station. But walk a block from Main, and you'll find today's Durango, home of world-class mountain bikers, road cyclists and kayakers, where sun-kissed locals in visors and sunglasses kick back with pints of microbrewed beer - then head back out to indulge their adrenaline-charged exuberance for outdoor adventure.

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ARONOFSKY

Readers' Opinions

Forum:



Kevin Moloney for the New York Times

Preparing for a ride on the Horse Gulch Trail.

Friday

5 p.m.

1) Rite of Passage

Drive into Durango from the north on the San Juan Skyway, Route 550. Hold on tight over three mountain passes (Red Mountain, Molas and Coal Bank) that make the seemingly impossible passage through the historic mining towns of Ouray and Silverton. Known as Little Switzerland, this area has some of the steepest mountain terrain in [Colorado](#). The absence of guardrails along some hairpin turns in the most vertiginous stretches makes for a heart-pounding experience, though that might have something to do with the lack of oxygen - parts of this drive reach elevations of more than 11,000 feet (for route information go to www.byways.org/browse/byways/2101).

7 p.m.

2) Mountain Town Flavor

Sit under umbrellas strewn with Christmas lights at the Cyprus Cafe (725 East Second Avenue, 970-385-6884). It's just a block off Main Avenue in a small Victorian house that is far removed from the touristy steak houses and busload-size groups that dominate the main drag. Even the food is local, with dishes like shish kebab featuring grass-finished lamb from local ranches and produce from the Durango farmers' markets for \$18. And have a bottle of Pinstripe Red Ale from Ska (\$3.50), one of Durango's microbreweries.

9:30 p.m.

3) Treats on the Street

The sweet smell of sugar wafting down Main Avenue from Durango Creamery (600 Main Avenue, 970-382-9278) will direct you to this hole-in-the-wall ice cream shop where all flavors are made on the premises. Try coconut chocolate chip on a sugar cone, and for \$2.97 a scoop, pile it on.

Saturday

9 a.m.

4) Carbo Load

Don't let the strip-mall setting detract from Bread (42 County Road 250, 970-247-5100), an out-of-the-way bakery that's a local favorite and hub for world-class cyclists (like the Discovery Team rider Tom Danielson) who meet here for group rides. Carbo load on Sow Your Oats cookies, currant ginger scones and a delectable assortment of muffins and other pastries from \$1 to \$7.50.

11 a.m.

5) Pedal Pusher

The best way to see Durango is from a mountain bike. Stop by Pedal the Peaks (598B Main Avenue, 970-259-6880) for supplies, maps, directions and rentals (\$15 to \$55). Cruise less than a half mile through town to the Horse Gulch trailhead (at Third and Eighth Avenues). Horse Gulch has more than 28 miles of interconnected single-track trails (only slightly wider than your bike tire) through undeveloped wilderness. Start with the Meadow Loop, a two-mile ride over gentle rolling terrain through fields of wildflowers and sagebrush. Up for more? Tack on another seven miles with Stacey's Loop or take the Telegraph Trail to Sidewinder, and you'll begin to see why world-champion mountain bikers like Ned Overend and Myles Rockwell chose to make Durango home.

2 p.m.

6) Spice and Sugar

After working up an appetite on the trail, you might be able to finish that pound-and-a-half burrito at Nini's Taqueria (552 Main Avenue, 970-259-4221), where the funky interior, with its bright painted walls and ceramic tiles, is as colorful as the food. Choose from an extensive list of freshly made salsas, ranging from mild (sweet concoctions like corn and black bean or mango lime) to hot (the smoky chipotle purée is distinctly Southwest). Grab a Mexican chocolate chip cookie to go (spiced with pepper and cinnamon) and still have change to spare - most items on the menu are less than \$8.

4 p.m.

7) A River Runs Them Over

On the banks of the Animas River, a yellow Lab named Finley howls at the kayakers who take on Smelter's Hole, a gnarly rapid that swirls into itself. Durango is famous for its wild whitewater, but you can experience the excitement of the river without getting wet. Just watching the kayakers roll underwater for those few breathtaking seconds until they emerge is a thrill itself. What's really amazing is that only the dog seems to be concerned. Head south on Camino del Rio, park at the Durango Visitor Center (111 South Camino del Rio, 800-525-8855), walk upstream about 100 yards along the bike path and look for the small crowd gathered at Smelter's Rock for a front-row view.

6 p.m.

8) Pub Crawl

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CoverStory

The first stage

Durango presses for first stage of 2011 Quiznos Pro Challenge

SideStory: [The price of the peloton](#)



Members of the Durango Wheel Club spin out of the Rec Center parking lot last year for a group ride. Road bikers as well as local businesses could have a heyday next year if local efforts to secure the first stage of Lance Armstrong's Quiznos Pro Challenge are successful./Photo by Stephen Eginore

by Will Sands

The wheels are in motion to bring top international road racing to downtown Durango. Local governments and cycling advocates are putting together an application to host of next summer's Quiznos Pro Challenge – a revival of professional road racing for Colorado. The seven-day stage race, set for Aug. 22-28, 2011, is expected to bring top international talent through a wide expanse of the state and promises to be a marketing boon for each of the race's host cities.

Cycling legend Lance Armstrong and Gov. Bill Ritter announced the birth of the race early this month on the Capitol steps in Denver. For the last year, the pair has worked to resurrect the legacy of the Coors International Bicycle Classic – a preeminent cycling race from 1979-88 – and bring worldclass competition back to Colorado. The race has been dubbed the Quiznos Pro Challenge in honor of its main sponsor, the Denver-based sandwich chain.

"What started out as a daydream of mine on a long ride outside of Aspen will now become a reality," said Armstrong, a part-time resident of the resort town. "This race, although new, is already rich in history, as is Colorado's storied cycling background – a perfect way to honor our past champions and highlight our future ones."

The world's top professional cyclists and teams are expected to compete in the challenge. The race will include a mix of mountainous, sprint and downtown stages deliberately chosen to "highlight the beauty of Colorado and its communities." The only given in the Quiznos Pro Challenge is that Denver will serve either as the race's start or finish.

With visions of the Tour de France spinning in their heads, communities all over Colorado have started scrambling for the status of hosting one of the race's remaining six stages. The towns of Aspen and Crested Butte are already on the verge of completing their 55-page application in hopes of playing host to the Quiznos Pro Challenge. Meanwhile, the City of Boulder is weighing whether the benefits of hosting a stage would merit the expense.

Durango is also working up its application in advance of the Sept. 10 deadline, and proponents are aiming high. Durango would like to play host to the Pro Challenge's starting line. A consortium of local officials and advocates have started down



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this road and have confidence that organizers will see the value in Durango's legendary road riding opportunities, cycling legacy and history of community support.

"We're very interested in this event, and we're organizing at the local level to make it happen," explained Ron LeBlanc, Durango City Manager. "We've put a team together that will subsequently submit the application. We've also started coordinating with Telluride and Mountain Village. We think that cooperative effort will improve our chances and offer a logical flow for the race."

Durango makes for a natural starting point for a variety of reasons. Starting here, cyclists could cover a larger portion of the state, south-to-north, on their seven-day journey to Denver. More significantly, Durango has a proud history of hosting top cycling events: it was home to the inaugural Mountain Bike World Championships in 1990 and the Iron Horse Bicycle Classic is coming up on its 40th anniversary in 2011.

"For all the right reasons, this community supports cycling, and we have a strong history of events," LeBlanc said. "We have the local assets to make this happen – a record of hosting exceptional races and a strong volunteer core. It's a perfect fit."

Other partners in the effort to bring the Quiznos start to Durango include the Iron Horse Bicycle Classic, Durango Chamber of Commerce, Durango Area Tourism Office, La Plata County and Trails 2000. The benefits of hosting the stage and landing in the Technicolor spotlight would be beyond measure, according to Mary Monroe, Trails 2000 executive director.

"Hosting an event of this caliber would give Durango much more positive exposure than we could ever hope to buy," she said.

Like LeBlanc, Monroe believes that Durango is eminently qualified to host the race. Looking around the State of Colorado not many other communities have the size or capacity to fit the bill. "When you look at the requirements that are listed in the application, there aren't many towns that could host a stage," she said. "But Durango is a perfect fit. We've got the infrastructure, and when you look at what we've done with the Iron Horse, Durango could easily pull this off."

Monroe added that the final shape of the race should reflect Armstrong's original daydream – a course that not only highlights Colorado's landscape but also its community spirit.

"This race will belong to everyone in Colorado," she said. "And it's going to take a team effort from everyone in the state to make this happen and show the world what Colorado has to offer." •



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CoverStory

Bicycle Lemonade

New effort gets abandoned bikes back on road

by Will Sands

The recipe goes something like this – Take an abandoned, lemon-colored Murray mountain bike; squeeze off the aging parts, dead tires and taced wheels; stir together the frame with parts salvaged from similar bikes; and pour the finished product back onto the streets of Durango.

“We squeeze bicycles from lemons,” says Russell Zimmerman, one of the founders of . The new project is working to get disadvantaged bikes up, running and pedaling back around town and is the latest offshoot of deep Durango roots.

For 33 years, Melvin T. Smylie sold all shapes, sizes and vintages of bicycle from the front yard of his North Main Avenue home. Mr. Smylie made his name by taking hard luck bikes, rehabilitating them and selling to Durangoans and passers-by for a handful of bucks. When the 94-year-old Mr. Smylie passed away in 2006, Zimmerman, Jon Bailey and Bob Gregorio, all of the Durango Cyclery, inherited the two-wheel treasure trove. As the new owners of hundreds of bikes and dozens of boxes and buckets laden with parts, the three started the Mr. Smylie Bike Project. In the ensuing months, the project gave away 120 bikes to Durangoans and chalked up relatively mixed results.

“Mr. Smylie taught us a few things,” Zimmerman said. “One was that giving away bicycles doesn’t create a perception of value. After giving some people three or four bikes and seeing those bikes show up in pawn shops, we decided on a different approach.”

The new approach entails rehabilitating donated and found bikes and selling them at near giveaway prices – \$15 for a kid’s bike and \$35 and up for an adult rig. The proceeds from sales are then funneled back into the program and future builds. Interestingly, Bicycle Lemonade found its identity only recently at the Four Corners Green Living Expo in late April.

“We were asked to make an appearance at the expo,” Zimmerman said. “They put us on the spot and asked us to identify what we are. I realized that the closest thing is a lemonade stand. Kids build a stand, squeeze lemons into lemonade, make some money and then go out and buy more lemons.”

Just like the lemonade stand, Bicycle Lemonade is working to refresh the community, but with human-powered transportation, according to Kristofer Pleszewicz, a partner in the effort. “We have bikes donated in various states of disrepair,” he said. “We scavenge parts off the duds and build up the nearly functional ones into working bicycles. The goal is to keep bikes out of landfills and get them back on the streets.”

Durango businessman Phil Bryson got Bicycle Lemonade off the ground by donating use of warehouse space off Narrow Gauge Avenue. Ron Andrews, of King Cage, offered another boost by building the Bicycle Lemonade trailer. The contraption tows behind a bike and carries as many as six more before flips up into lemonade stand for sales. And Jon Bailey, Heather Shook and Scott Shisham have all helped get the lemons running and back into circulation.

Bicycle Lemonade broke the ice at the Green Living Expo and found homes for 30 orphaned bicycles. The trailer has become a fixture at he Durango Farmers Market, made an appearance at last weekend’s Dandelion Festival and will be popping up throughout Iron Horse Weekend. After only a few weeks, the effort has alreadybee hihgly successful.

“There’s a guy who rides a bike he bought from us for \$40 to and from Rafter J every day,” Pleszewicz said. “We also sold a bike to a woman from France, who is here putting her kid through college but doesn’t have a driver’s license.”



Kris Pleszewicz and Russel Zimmerman stand behind their custom built Bicycle Lemonade stand Tuesday morning. In a nod to the work and memory of Melvin Smylie, Bicycle Lemonade makes “bicycles out of lemons” and sells them for a nominal fee. All proceeds will be funneled back into the program./Photo by Stephen Eginore



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THE DURANGO HERALD

Visit by Lance Armstrong was about more than cycling

Article Last Updated; Saturday, November 28, 2009 12:00AM



Photo by Courtesy of Brett Butterstein

From left, Tour de France champion Lance Armstrong, left, Trails 2000 Executive Director Mary Monroe and Dennis Cavner, former chairman of Livestrong, pose Oct. 20 at the Community Concert Hall at Fort Lewis College.

Much was made about seven-time Tour de France champion Lance Armstrong's visit to Durango on Oct. 20, the premiere of the film "Race Across the Sky" about his training and victory at the 2009 Leadville 100 and Durango's first-ever \$500-a-plate fundraising dinner.

Not as much was made of Armstrong's generous spirit while he was here.

First of all, the money raised at the dinner went to two major local causes, the Fort Lewis College Cycling Team and Trails 2000, which will touch the lives of all of us who enjoy our trail systems and root for our local cycling competitors.

Armstrong's appearance came about because of connections. Armstrong raced on the Trek team for 15 years. Durango's **Travis Brown**, who competed in the 2000 Olympics, also raced for Trek on the mountain-biking circuit and now heads up the company's research and

development efforts. After Armstrong recruited Brown to help him train, Brown recruited FLC cycling Coach **Matt Shriver**, and the race was on.

Armstrong's Durango appearance was a thank you to the two men.

Mary Monroe, the executive director of Trails 2000 and Brown's wife, is also a veteran of Trek, having served as the sports-marketing director for all of its brands. Trails 2000 and the cycling team were designated as beneficiaries of the event.

After the film screening, guests sat down to a gourmet meal prepared by Sodexo Catering. What did Armstrong and his fellow guests eat? The meal began with wild-mushroom-and-corn pudding with Vidalia-onion confit, asparagus in a lemongrass glaze and fall greens with herbed goat cheese and basil croutons dressed with an apple-Dijon-mustard vinaigrette.

An entrée of roast filet of beef from James Ranch was served with wilted Swiss chard and a sauté of pear tomatoes, risotto Milanese and gorgonzola-pecan glace de veau.

Dessert was a lovely - and edible - centerpiece of Rocky Mountain Chocolate Factory chocolates and apple-cheese-jalapeño tarts prepared by The Yellow Carrot.

In addition to Sodexo, the event was sponsored by Animas Orthopedic, Durango Coca-Cola Bottling Co., FRS Healthy Energy, the Iron Horse Bicycle Classic, Bank of the San Juans and FLC.

Professional athletes immediately burn off those calories, and Armstrong is no exception. The next morning, he hit the trails built and maintained by Trails 2000 at Durango Mountain Park and Horse Gulch with local cycling champs Brown, Shriver, **David Wiens, Susan DeMattei and Ned Overend**.

Armstrong is, of course, more than the most famous cyclist in the world, he is a man whose own bout with testicular cancer has made him a prominent face of cancer survival.

While he was here, he made lots of time for a dozen cancer survivors and those who are currently fighting the disease, signing jerseys and answering questions.

Those of us who have not faced cancer may not be able to understand what it means to have someone of his prominence share the journey, but all of us can recognize that support and inspiration are important tools in any health-care situation.

Long after the cameras were turned off, he continued his efforts. Monroe suggested he stop by the new Mercy Regional Breast Care Center en route to the airport. He was traveling with his girlfriend and new baby son, and I'm guessing he could reasonably have said he'd done enough while here and he was tired, but he didn't.

Armstrong stopped, visited patients and made his last hour in Durango an hour of giving.

Happy Sagittarius birthday greetings go to **Marty Rabeno, Cyrilla Kelby, Betty Jane Lazo, Adrienne Aronson, Renate Widder, Ella Roth, Kyla Patterson, Tatiana Corey, Lisa Duffy, Greg Farley, Carl Johnson, Ann Allsbrook, Jennifer Walker, Lilian Tucker, John Shafer, David Ottman, Catie Clarkson, Luke Young, Luke Tichi, Brook Gauthier, Owen Kraft, Courtney Bulen, Lauren Biery, Kathy Phelps, Melodie San Miguel and Beverly Schroeder**.

While many of us are gearing up for the holiday season, others are struggling with loss and tragedy. That is the case for the family of **Cassandra Yazzie**, who was killed in a car accident near Oxford last week. Three of her children were seriously injured in the crash.

Dante Hawkins, 6, the grandson of **Roger Hawkins**, is fighting head injuries at Children's Hospital in Denver.

While there is only a little we can do to help the family emotionally, all of us can help this young family with the devastating financial expenses.

Contributions may be mailed to the Dante Hawkins Benefit Account, First National Bank of Durango, P.O. Box 2910, Durango, CO 81301 or dropped off at the bank.

For more information, call **Laurie Morgan Cooper** at 382-5733.

I would say it's a small world, but then that Disney song would be an earworm for the rest of the day, so let's just say that synchronicity is a wonderful thing.

During a recent trip to the mid-Atlantic states, **Carroll "Pete"** and **Maxine Peterson** went out for a walk one morning around the town square in the charming colonial town of Georgetown, Del. They had spent the night in a handsome, beautifully restored old hotel that is on the square.

As they were crossing the street, a passing car pulled over, the window rolled down, and a voice said, "I can't believe I'm seeing you here."

The driver was **Jeanette Cartier Hedges**, who was one of Pete Peterson's students at Fort Lewis College. She graduated with a bachelor's degree in English (his discipline) in 1994.

Three years ago, she and her husband moved to Lewis, Del., which is about 15 miles from Georgetown. Hedges had just taught an English class at the community college in Georgetown and was headed home when she spotted her erstwhile professor.

Want to know just how small the world is? Delaware is the second smallest state in the Union, second only to Rhode Island with an area of 2,490 square miles. The state's entire population is less than 875,000. And it's more than 1,750 miles away.

Meanwhile, La Plata County is 1,700 square miles with a population of about 48,000.

You do the math (because I can't get my head around calculations at that level on a holiday Friday afternoon).

Peterson, of course, is also known for his involvement in barbershop singing. His First Class Delivery quartet will be singing at the Festival of Trees at 2:30 p.m. Dec. 5 at the Durango & Silverton Narrow Gauge Railroad Museum. The whole barbershop chorus will hold its annual free Christmas show at the Main Mall at 7 p.m. Dec. 15.

If you were out and about on the weekend of Nov. 20-22, you had a chance to do some shopping and make a difference at the same time.

The Friends of the Library had its final book sale of 2009 and had a steady crowd both Friday and Saturday. The group still has two storage units full of books, as well as its sorting room at the Durango Public Library, so more sales are in its future. And all of the money raised goes to support the library in a plethora of ways, from financing programs for kids and adults to putting more periodicals on the shelf and acquiring more items for the collection.

Sheryl Ayers, who performs much of the management of the Friends' bookstore and sales, has decided that the collection of Christmas-themed books that were left over from the sale will be available at the Friends' store at the library during the holidays, so if you're looking for a cookie recipe or a copy of 'Twas the Night Before Christmas, stop by.

Meanwhile, the Rocky Mountain Chocolate Factory Bloomer Sale at the Extension Building at the La Plata County Fairgrounds attracted chocoholics galore. This sale's beneficiaries were United Way, Volunteers of America and Civitans, and volunteers from all three organizations helped shoppers find the perfect caramels and creams. And toffee ... oh, that toffee!

Over at the First United Methodist Church of Durango, the first bazaar of the holiday season attracted pie lovers, sloppy-joe noshers and fans of handmade crafts, with proceeds going to the missions of the United Methodist Women.

Finally, Music in the Mountains held its first ever gently-used clothing sale at Animas Cliffs Condominiums, which is just north of Sweeney's Restaurant. A whole tractor-trailer load of elegant and casual clothes came in from Dallas for the sale, which had stylish women of all ages stopping by to find a bargain or two for the upcoming holiday season.

Florence "Foxy" Mason, the president of the board of the classical music festival, said somewhere around 100 people stopped by, helping them raise between \$3,500 and \$4,000. There will be a reprise of the sale in the spring, so keep your eyes peeled.

Enjoying the last of November and the first of December anniversaries are **Bob and Karen Anderson, Robert and Carol Simmons, Richard and Peggy Glasco, Kurt and Deb Campbell and Anthony and Ani Gannone.**

For information about upcoming events and fundraisers, check Local Briefs.

Here's how to reach me: neighbors@durangoherald.com; phone 375-4584; fax 259-5011; mail items to the Herald; or drop them off at the front desk.

Please include contact names and phone numbers for all items. If you are submitting an item for preview, please send it with briefs in the subject line and e-mail it to herald@durangoherald.com.

THE DURANGO HERALD

Durango wants a taste of tour

City plans bid for first stage of Tour of Colorado

by Aaron Unterreiner
Herald Sports Editor

Article Last Updated; Monday, September 06, 2010 12:00AM



Photo by JOE HANEL/Herald

Lance Armstrong signs autographs after returning to the state Capitol from a short ride around Denver on Aug. 4. Before the ride, Armstrong announced that an elite-level professional bike tour will happen in Colorado in 2011, and now Durango is preparing to submit its bid for the first stage.

More than 12 months ago, Anne Barney, Mary Monroe and Gaige Sippy sat down over a cup of coffee.

Lance Armstrong had just traded his road bike for a mountain bike, called a few friends, including locals Travis Brown and Matt Shriver, then set out to beat Dave Wiens and set a new record in the legendary Leadville 100.

The result was familiar: Armstrong won.

Still unfamiliar at the time were the details of his dealings with Gov. Bill Ritter concerning the Tour of Colorado, the reincarnation of the Coors Classic stage race from the 1980s and its predecessor, the Red Zinger race.

"We have all the logical things in place," Armstrong told The Durango Herald last October when he rolled through Durango for the premier of "Race Across the Sky," the documentary of his '09 ride on the 100.

"I think if we can get the corporate support, at the national and international level, then we'll get that day on the calendar," he said.

They got the corporate support, and the Quiznos Pro Challenge was born. The seven-day stage race - sanctioned by USA Cycling and the International Cycling Union and managed by Medalist Sports - will take place Aug. 22-28, 2011.

It's the who's and the where's that remain missing.

Barney, Monroe and Sippy have been dreaming about answering those questions for a long time, and they are merely days away from officially submitting their proposal for one of those seven stages - the first one.

"The logistics of getting from one part of the state to the next � I think our best chance (to host a stage) is to start," said Monroe, one-fourth (Barney, Sippy and Sherri Dugdale) of the local organizing committee formed to formulate this plan. "The route is not for us to totally decide, but it is a domino."

"Who has the right ingredients to pull it off? Durango certainly does," she added.

The Tour, Monroe said, will finish in Denver, where Quiznos' national headquarters resides. Aspen, where Armstrong keeps a home, also will submit a bid for a downtown criterium and a route along Independence Pass. Vail also is expected to submit a proposal.

"If you start here in Durango, then you look at all viable routes to get from Durango to Telluride," said Sippy, race director for the Iron Horse Bicycle Classic. "I think that's via Mancos, Dolores, Lizard Head Pass into Telluride. With the opening stage of a Tour like this, you try not to make it too decisive, where there's a 10-minute time gap, then the race is over.

"This is a bit of a traveling circus, but that's why we've been in touch with the ringmaster in Telluride and the ringmaster in Montrose," he said.

The logistics of hosting the first stage differ from the middle five or even the finish. There are 1,100 rooms to provide for approximately 160 professional cyclists and the estimated entourage of nearly 900 fans and family to follow; there are temporary road closures; there is a support staff to consider, including emergency vehicles; there will be significant media coverage, nationally and internationally; the city will have to be involved, including airport officials, police and fire and rescue.

And eight committees must be formed, Monroe said, just to organize the committees.

The cost is estimated to run anywhere from \$8,000 to \$10,000.

"This is a good opportunity for our city," Durango City Manager Ron LeBlanc said. "The costs incurred by the community aren't necessarily tied to the city government. Given what we spend on marketing every year, this is going to bring a lot of attention nationally and

internationally to our city. The 1990 mountain bike championships, we're still seeing the benefits from that."

"The Tour of California, by example, and the cities that hosted (stages) and what that meant for their local economy is tremendous."

Medalist Sports also runs the Tour of California, which has produced more than 4 million spectators since 2006 and more than \$300 million of revenue.

Durango, as LeBlanc mentioned, also boasts on its cycling résumé: one world championship, three international events, more than 15 national competitions and 39 years of the Iron Horse.

"Durango has a tremendous reputation," said Ed Zinc, the IHBC founder. "We know what we're doing, and we'll do it well."

"(Medalist Sports gains) credibility by tying this tour to Durango. If they go to a bunch of towns that nobody has ever heard of, no big cycling history, then cyclists are less likely to participate."

Proposals are due Friday, and Monroe expects to hear a decision sometime mid-month.

Monroe's husband, Brown, a Hall of Fame cyclist and friend of Armstrong, said he's discussed the Tour with Armstrong but is leaving all proposals up to his wife, the committee and Southwest Colorado.

"I think if you're going to have a stage race showcasing cycling in Colorado, having a stage that starts or finishes or at least touches this part of the state is pretty compelling. ... There are a lot of reasons to come here," he said. "We're a little biased, but if you're going to have a bike race showing off Colorado and you miss the Southwest corner of this state, then you're not showing off Colorado."

One year ago, as the early makings of Durango's special cycling task force was rendering its rough draft to be a part of the tour, Armstrong was asked if his stage race would come to Durango.

"It's hard to tell," he said. "It's going to be hard to reach everything. There's so much history in Colorado, we'd have to race for three weeks to touch everything."

"We gotta hit on those traditional places," he continued. "We don't want a few people and a couple of chickens at the finish line; we want 50,000 people cheering, and Durango would provide that."

aaron@durangoherald.com Herald Staff Writer Patrick Young contributed to this report.

THE DURANGO HERALD

Cyclists race back in time

Today's events recall 1990 World Championships

by Ryan Owens
Herald Sports Writer

Article Last Updated; Saturday, August 14, 2010 12:00AM

The third and final race of the DEVO Durango Coca-Cola Triple Crown Series wraps up today beginning at 9 a.m. at Durango Mountain Resort.

Riders in six different categories will rip their way around a course that two decades ago played host to roaring crowds, international media coverage and the best mountain bikers from across the globe.

Twenty years ago, names later enshrined in the Mountain Bike Hall of Fame such as Ned Overend, Juli Furtado, John Tomac and Travis Brown were among the scores of talented riders who took to the Purgatory course at the first unified World Mountain Bike Championships, held in 1990.

And according to Durango DEVO's Chad Cheeney, the riders at the DEVO Durango Coca-Cola Triple Crown finale will run a course that contains 80 percent of that original course from 1990.

Overend, a Durango cycling staple and winner of the cross country race in 1990, said the event may have gone elsewhere if not for a confluence of support from local business leaders.

The local biking legend said that Ed Zink, longtime organizer of the Iron Horse Bicycle Classic, brought the experience as an organizer needed to pull off such a grand-scale event.

"He had put on two or three national races before the championships," Overend said. "He had a track record."

The event was the first time the International Cycling Union (UCI) unified the so-called world championships held separately in Europe and the United States into one officially recognized global competition.

And the appearance of the race in Durango for its first go-round said plenty about the city's standing in the mountain biking world.

"It brought a lot of recognition to Durango as a mountain biking mecca," Overend said.

The media coverage also exploded. Overend recalled several international media outlets making the trek to the Four Corners for the race, as well as long, detailed pieces being run by national outlets such as Sports Illustrated and USA Today. Various videos were taken of the race, some of which still live on on YouTube.

Brown, also a Durangoan, said the race put his hometown on the map.

"Durango became the mecca for mountain biking for probably 10 years after that," he said.

The men's cross country race saw Overend labeled as an early favorite in a field crowded with talent. As for Brown, the race was his first as a professional after years of cutting his teeth in the amateur ranks.

Both riders had a fair share of hometown support, but for Overend, riding at home was both a blessing and a curse, not to mention the mixed emotions that came after he was the first to win on the Purgatory track.

"There was some pressure on me because I was kind of the favorite," he said. "I had won a lot of big races, but there was also a lot of good European and American competition there. Obviously, it wasn't a given.

"It was great to win it, and kind of a relief in a way, too. You've gotta take every chance to win a championship that you can. There have been a lot of favorites; a lot of them never actually won one."

Brown recalls being too inexperienced to know what he'd gotten himself into at the time. The race became the young rider's coming out party, as he finished 10th, kickstarting a long, successful professional career.

"To make it into the top 10 was a huge accomplishment for me at that point," he said. "I think I was so green ... that I didn't realize what a big pond I was in. I think that worked to my advantage."

Unfortunately, neither Overend nor Brown will rekindle past glory today, despite harboring regrets. Overend will participate in the Leadville 100, and Brown, who is temporarily off the bike because of injury, is in Leadville doing interviews at the event.

Cheaney, however, will be at the course, one he said is modified near the bottom because of the short track that was installed for use in the short track series, making the climbs slightly less difficult than in 1990, but the bottom section tougher than it was before.

The DEVO coach said that it's the older riders more so than the younger ones who realize the impact of where their tires will touch dirt this morning.

"It's the nostalgia freaks like myself," Cheaney said. "I actually think about it when I go around a corner. I think John Tomac probably went on that very dirt, or Ned Overend. I don't think my kids know who John Tomac is, although I say his name every day."

As for Overend, he's just glad to see the impact the World Championships had on stoking an already lit fire and keeping it vibrant still today.

"At the national championships that happened last month in Granby, Durango far and away brought home the most national titles for any town - (Under) 23, junior men, junior women. ... It's exciting to see the up and coming racers," he said.

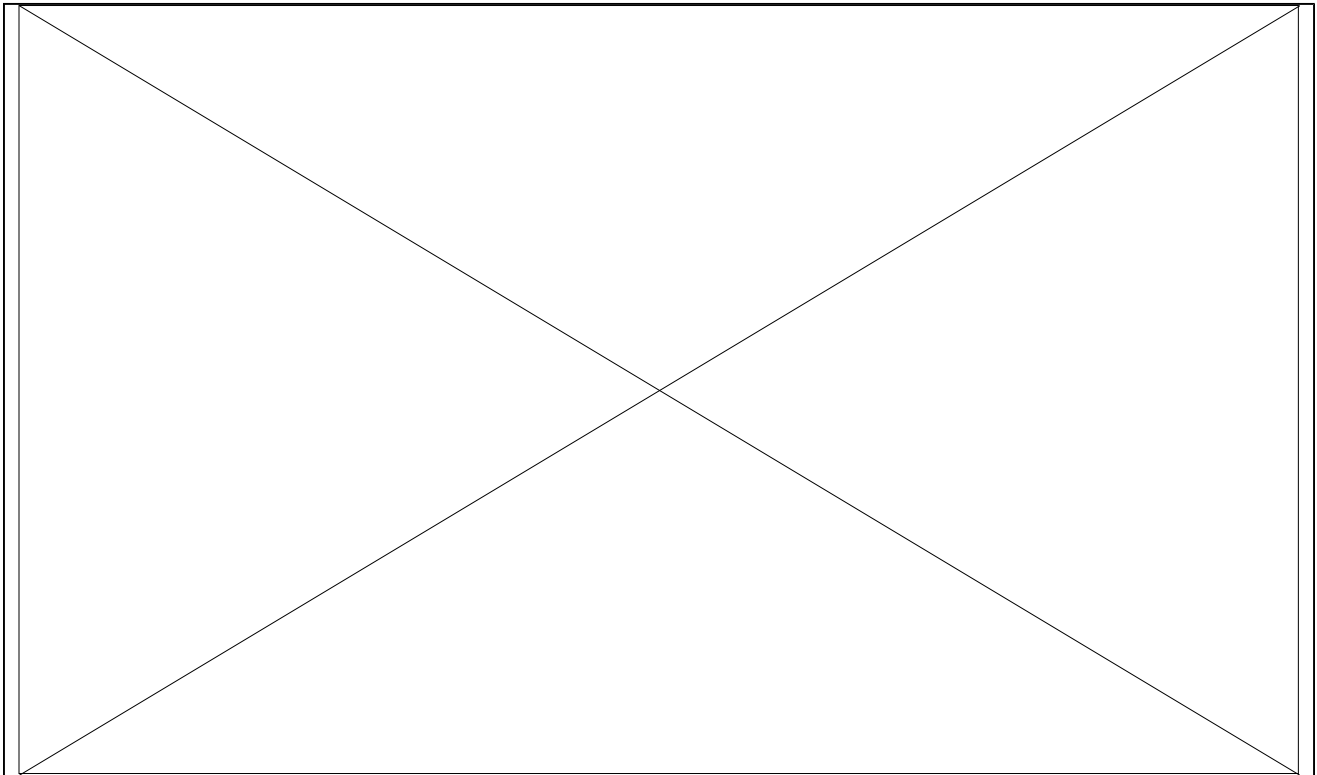
rowens@durangoherald.com

THE DURANGO HERALD

Iron Horse riders pedal north

by Chuck Slothower
Herald Staff Writer

Article Last Updated; Sunday, May 30, 2010 12:00AM



Video by SHAUN STANLEY, STEVE LEWIS and JOSH STEPHENSON/Herald

[Click image to enlarge](#)

Hundreds of bicyclists coasted off from the intersection of Camino del Rio and College Drive early Saturday, beginning the Iron Horse Bicycle Classic with 50 miles and two mountain climbs ahead of them.

The event, in its 39th year, draws cyclists from throughout the Southwest and farther-flung locales.

"Once you've done it once, it kind of gets in your blood, I guess," said Greg Dodd, 48, of Durango.

Denver resident Deric Swanson, 36, said the Iron Horse has earned a good reputation.

"You hear about it," he said.



SHAUN STANLEY/Herald

Above: A Citizens Tour rider and the Durango & Silverton locomotive steam up the Animas Valley on Saturday morning during the 39th annual Iron Horse Bicycle Classic. More than 1,400 recreational cyclists rode from McDonald's to Silverton.



[Iron Horse Bicycle Classic - 2010 Articles](#)

- [Introducing the 2010 Mr. and Mrs. Iron Horse ... - 6/2/2010](#)
- [Hoffman runs to wide victory - 5/31/2010](#)
- [Testroete pulls away early for big women's win - 5/31/2010](#)
- [Bowman wins hometown crit - 5/31/2010](#)
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race and concert downtown.

Swanson prepared himself before the start among the Spandex-clad hordes.

"If you're a bike rider, it's just one more challenge," he said. "Why not do it?"

The ride ascends Molas and Coal Bank passes before ending in Silverton. Most recreational riders can complete the Iron Horse in about four hours.

About 1,430 riders out of 1,500 entrants showed up for the McDonald's Citizen Tour, Iron Horse director Gaige Sippy said.

The Citizen Tour had one major crash, on one of the final turns before Silverton, Sippy said. Some riders were treated by medics, but their condition was not immediately available.

Completing the route is a point of pride for many riders, particularly those who can beat the Durango & Silverton Narrow Gauge Railroad train to Silverton.

"It's a celebration of cycling and of the San Juan Mountains," said Ron Friedman, 57, of Monterey, Calif.

The Iron Horse has become synonymous with Memorial Day weekend in Durango. Bike shops see a rush of locals tuning their road bikes ahead of the race.

Even Mama's Boy Italian Ristorante, at Main Avenue and 27th Street, sought to capitalize on the ride with a sign reading, "Eat pasta, go fasta."

Shelly Bonner, 46, of Steamboat Springs, said she last rode the Iron Horse in 1996. She returned with a friend to conquer the course once again.

"We like climbing," she said. "This is just a really good ride."

Others weren't sure what they were getting into.

Heather Kovich, 33, of Shiprock, N.M., said she signed up in January with a friend's encouragement without looking at the route's elevation profile.

"I'm quite sure that I'm not ready for it," she said.

The Iron Horse will continue today with a criterium, kids

THE DURANGO HERALD

Cyclists, town prepare for race

by Garrett Andrews
Herald Staff Writer

Article Last Updated; Friday, May 28, 2010 12:00AM



Photo by STEVE LEWIS/Herald

Mike Gostlin, a mechanic at 2nd Avenue Sports, prepares a rental road bike Thursday afternoon for the Iron Horse Bicycle Classic. Gostlin said riders from out of town sometimes prefer to rent bikes rather than ship them to Durango. The bikes rent for \$40 to \$70 for the day, and "every one of our road rentals is reserved for the Iron Horse," Gostlin said. He added that several bikes from the showroom were added to the fleet to meet demand.

See Schedule

[Schedule of events](#)

This weekend, 3,000 people in Durango will not be sleeping in their beds at night, predicts Ed Zink, founder of Durango's Iron Horse Bicycle Classic, in its 39th year.

Today is usually the day the town fills with out-of-town riders, here to take part in the Iron Horse's three races

over three days.

And there won't be an empty hotel bed in town.

[Iron Horse Bicycle Classic - 2010 Articles](#)

- [Introducing the 2010 Mr. and Mrs. Iron Horse ... - 6/2/2010](#)
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CDOT caps the number of riders for the road race at 2,500 each year. This year, the field of 2,500 represents 43 states. The average age is 43, and 28 percent of the riders are female. The youngest registered rider is 10-year-old Jonah Thompson from Albuquerque; the oldest is 76-year-old Durangoan Walt Axthelm.

"It's always Walt," said race director Gaige Sippy. "He's always the oldest guy."

Sixty-five-year-old Monty Maughan, an Australian who lives in Oklahoma City, won his age category in last year's omnium. For Maughan, having heart surgery 18 months ago put many things in perspective.

"It motivated me to get into a proper training routine," he

said.

Maughan said his peers can usually outperform the less-serious age groups. Last year, nine of the Top 10 55-and-older men finished behind the Top 10 65-and-older men.

"Age doesn't make a big difference," he said. "It's the amount of dedication and training you put into it."

One day, Ned Overend may join their ranks, but Saturday, the 55-year-old cycling legend and Durango resident plans to again ride the pro race.

He hasn't missed an Iron Horse in 28 years, but he's a bit worried this time because he's been in California for the last three months.

"I've never not been at altitude," he said when asked the longest he's been at sea level.

He said this year, riders to keep an eye on include Drew Miller, Burke Swindlehurst, Damian Calvert and last year's champ, Anthony Colby - all good climbers who can finish alone or in small groups.

Overend said the race has been good to the town.

"Look at the kind of cycling town Durango is now, and it all leads back to the Iron Horse. It's become much more than a race. It's affected how we recreate and what kind of town Durango is," Overend said.

Race founder Ed Zink said the Iron Horse is as healthy and financially solid as it has ever been.

"In 1972, we tried it, and the town liked it. It has the right charisma for this community," he said.

The story of the Iron Horse is well-known by now.

The race is said to have begun as the settlement of bragging rights between the two Mayer brothers in 1972.

Jim Mayer worked on the Durango & Silverton Narrow Gauge locomotive and rode it to Silverton every day. Younger brother, Tom, used to wave at Jim from the seat of his 10-speed on the train's way out of town in the mornings.

A bicycle enthusiast, Tom used to tease Jim that he could make it to Silverton on his bike before Tom arrived there in the train. The two picked a day and made a candy bar wager to see who could get there first.

"Sure enough, we pulled into Silverton and there he was, with his bicycle and a big smile on his face," Jim Mayer said by phone Thursday.

Mayer said that, over the years, the story has been embellished somewhat by retellers.

For one thing, he wasn't driving the train. He was a brakeman in the back.

For another, he and his brother aren't fiercely competitive.

"I was proud of him," he said. "It was all his effort."

He first accused his brother of hitching a ride, because he didn't think a bike could beat the train.

Jim Mayer, 65, now lives in Evergreen. He recently retired from a career in the railroad industry, including stints as a conductor for the Denver Rio Grande Western Railroad and superintendant of operations at D&SNGRR.

He has five kids. His daughter Melissa is married to former pro cyclist Chris Wherry. They live in Durango.

Tom became a scientist and worked at Sandia National Laboratories in Albuquerque, where he still lives.

gandrews@durangoherald.com

outdoor extremes

Mountain biking in Durango brings singular sensation

By **Scott Willoughby**
The Denver Post

Posted: 09/22/2009 01:00:00 AM MDT

Updated: 09/22/2009 01:21:01 AM MDT



A button-down atmosphere definitely isn't part of the Single Speed World Championships in Durango. (Scott Willoughby photos, The Denver Post)

DURANGO — When you've won as many mountain bike races as Heather Irmiger, the biggest challenge can be deciding where to put all your

awards.

Saturday night was no different.

"I'm thinking tramp-stamp," the newly crowned women's single-speed mountain biking world champion from Boulder said, pointing to the small of her back. "I would never get a tattoo otherwise. But this is kind of cool because it's kind of symbolic."

Irmiger may just as well remove any shred of doubt as to the symbolism behind her first bit of body art. The reigning mountain bike national champion understood the mandate, as did the rest of the field of more than 1,100 single-cogged pedal pushers, long before crossing the finish line first

among the females at Saturday's Single Speed World Championships '09 race in Durango: Don't win if you don't want the tattoo.



Go with the flow was part of the unofficial policy for the event. No back tire? That was no problem for one of the participants in the SSWC. Single-cog bikes were de rigueur in Durango over the weekend.

Permanent ink is perhaps the greatest peril of taking the SSWC race seriously enough to win, and both Irmiger and men's champion Ross Schnell of Grand Junction discovered shortly after crossing the finish line that the first-place prize was no joke.

For that matter, neither was the race itself, although it easily could have been confused with a carnival.

Since its unofficial inception sometime in the latter half of the 1990s, the SSWC has attracted cycling's lunatic fringe to destinations across the world. Their celebration of cycling stretches the parameters of modern mountain biking by bringing it back to basics.

"It's hard to explain until someone tries it. But I like to say that single-speed mountain biking sort of distills your riding experience," said Travis Brown, a Durango native and Olympic mountain bike racer who boasts both a SSWC tat and a full-blown cattle brand to show for his two victories. "You don't think about shifting, you don't think about a lot of stuff, but there are a lot of things that you do think about."

Ask any member of the quasi-cult that



From the Single Speed World Championships event in Durango, Saturday, Sept. 19, 2009. Unidentified competitor. Scott Willoughby, The Denver Post (|)

comprises the single-speed nation what the attraction is and you're likely to get a different answer from each of them. Some tend to pride themselves on suffering in a way that gear-dependent mountain bikers simply can't comprehend. Others profess the purity of a stripped-down bicycle lacking shifters, gears and derailleurs. Some see it as the ultimate personal

challenge, or a way to better tune into the terrain, maybe a form of freedom, even artistry.

"It's kind of similar to what mountain biking was like when I first started 20 years ago. Then the UCI took it over and it became very refined in its disciplines and kind of came up with some rigid parameters," Brown said. "That's one beautiful thing about the single-speed worlds. It's kind of a self-policing, family-governed event. . . . It's a really unique facet within cycling."

Loose and unique are excellent descriptions for the show that rolled through the forest surrounding Durango on Saturday. Reggae music wafted throughout the upper reaches of Raider Ridge, near the finish line littered with tire-crushed beer cans and cowbell-clanking spectators. Course clowns and live musicians entertained riders at various locations along their route.

Suffice it to say the SSWC is far from the norm for bike racing. There is no sanctioning body, no official timekeeping and much of the course remained shrouded in mystery up until the race began.

Many entrants bristle at the idea of racing, taking their stand by riding in costume. Cheerleading uniforms, frilly dresses, fishnet stockings, feather boas and wigs were worn in abundance. Some of the women wore costumes too.

"It's a little bit less serious. It's bike racing with a

smile," said Russ Zimmerman, among the group of five calling themselves Passion Productions that orchestrated the event. "I noticed at the finish today, no one had that kind of 'game face' on their face. Everyone was smiling and having a good time."

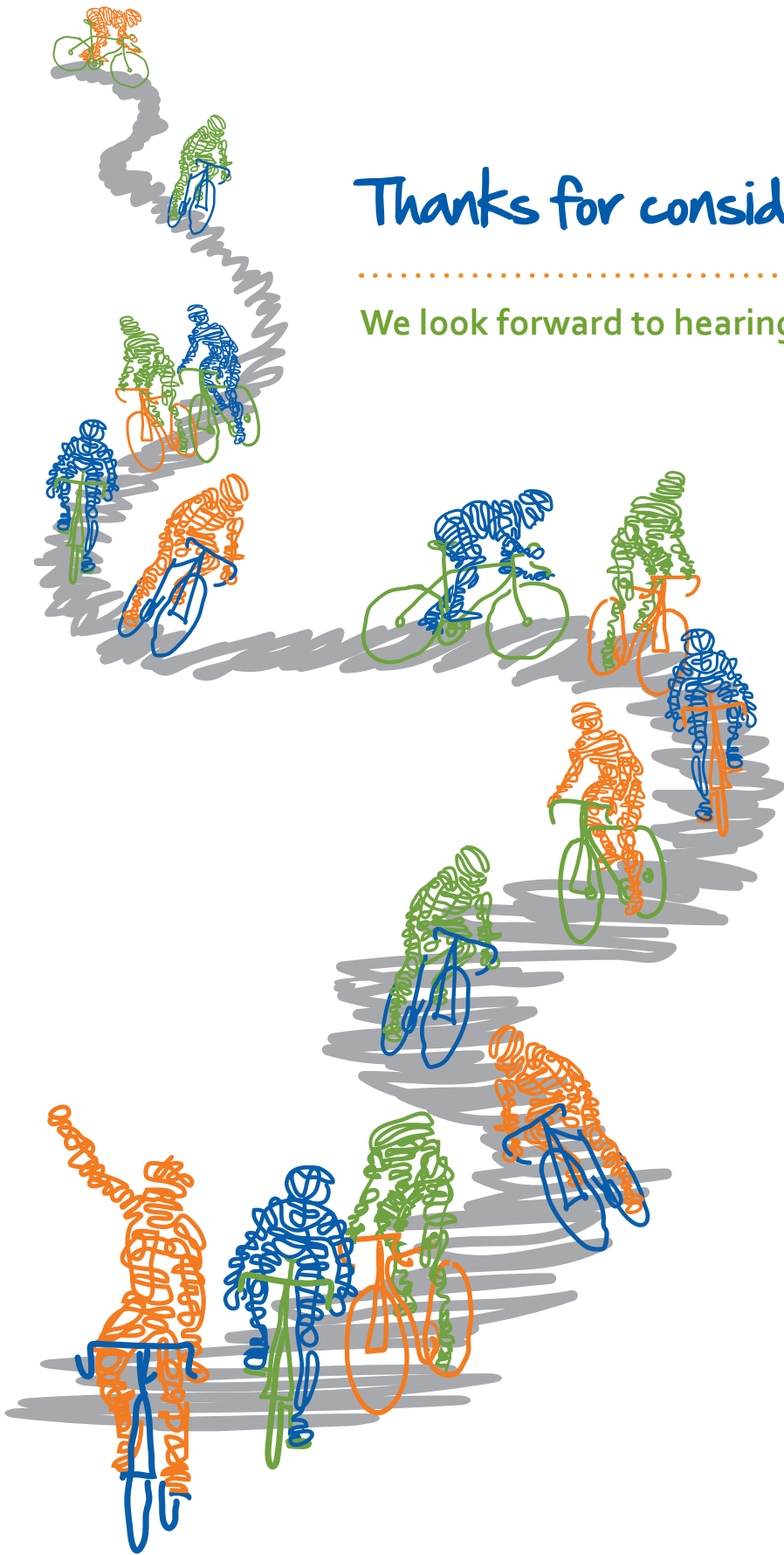
That's not to say the course wasn't up to world-championship standards or an Olympic-caliber field. The ride featured more than 22 miles of technical terrain and 5,000 feet of climbing, enough to knock Brown out of contention with a crash despite a gap of more than 2 1/2 minutes over Schnell with only a couple miles to go.

"It was a really physical, demanding course," Brown said. "I was giving it all I had. I gave it a little too much, I guess."

Riders came from as far away as New Zealand, France, Italy, Spain, Germany and Canada to sample the Durango single-speed terrain, then watch the Kiwis and Italians do battle on the basketball court at the Ska Brewing Company-sponsored awards party for the honor of hosting SSWC '10.

A year before, Chad Cheeney won the right to bring the event to Durango in a high-stakes bowling match followed by a rousing round of Ms. Pac Man.

"This event is a little more inviting and more personal, not so serious in the sense of where some mountain biking is these days," said Jon Bailey, another member of the Passion



Thanks for considering Durango!

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We look forward to hearing back from you.