

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 4/16/2013	(3) CONTACT/PHONE Gregory J. Schulte / Assistant County Administrative Officer (805) 781-5011	
(4) SUBJECT Request to approve an agreement with AEG Cycling for services related to the 2013 Tour of California Bicycle Race Stage 5 Finish in Avila Beach.			
(5) RECOMMENDED ACTION Request the Board of Supervisors approve, and direct the Chairperson to sign, a contract between the County of San Luis Obispo and AEG Cycling related to mutual services provided in regards to the 2013 Tour of California Stage 5 Finish in Avila Beach.			
(6) FUNDING SOURCE(S)	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR)		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input type="checkbox"/> 4/5th's Vote Required <input type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW			
(18) SUPERVISOR DISTRICT(S) District 3 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Administrative Office / Gregory J. Schulte, Assistant CAO
(805) 781-5011

DATE: 4/16/2013

SUBJECT: Request to approve an agreement with AEG Cycling related to the 2013 Tour of California Bicycle Race Stage 5 Finish in Avila Beach.

RECOMMENDATION

Request the Board of Supervisors approve, and direct the Chairperson to sign, a contract between the County of San Luis Obispo and AEG Cycling related to mutual services provided in regards to the 2013 Tour of California Stage 5 Finish in Avila Beach.

DISCUSSION

This item requests the Board of Supervisors to approve execution of an agreement between the County of San Luis Obispo and AEG Cycling outlining mutual services and obligations for the successful production of the proposed Stage 5 Finish in Avila Beach on May 16, 2013. The agreement details the obligations and benefits of the Host (County of San Luis Obispo) and those of AEG Cycling.

Background

For the past 8 years, the Amgen Tour of California has produced a world-class stage bicycle race that has been seen in various California cities, including San Luis Obispo and Paso Robles. The owner of the Tour is California-based AEG with cycling specialist Medalist Sports managing the race logistics. Amgen, a California bioscience company, has served as the Tour sponsor since its inception in 2006.

For the first time in 2013, the Tour is oriented from South to North and Stage 5 of the 8 stages is proposed to start in Santa Barbara and finish in Avila Beach. The Stage 5 route is outlined in Attachment A.

In December 2012 when the County learned AEG Cycling was interested in having a Stage Finish in Avila Beach, County staff has been diligently working with the Tour representatives to coordinate all logistical issues. As with any large event within the unincorporated County, a permit is required and AEG Cycling has been working with the County Public Works Department on the permit. The permit requires AEG Cycling to address specified issues, including:

- Traffic and Transportation Management plans
- Public safety issues to include police, fire, and ambulance
- Trash and sanitation
- Crowd management measures

The purpose of the agreement is to outline responsibilities and expectations from both parties. The County also has obligations pursuant to the agreement. Notable County obligations include:

- Establish a Local Organizing Committee (LOC) that has representatives to assist in the production of the event.

The LOC is composed of logistical, technical, marketing, public relations, and volunteer coordination representatives.

- Assist AEG in marketing and publicizing the event to the local community.
- Assist in the layout of the race course in Avila Beach and location of stages for television and awards.
- Serve as the liaison between the race and the residents, businesses, and guests.
- Act as a communication conduit with other involved agencies.

The agreement also specifies that AEG Cycling is essentially responsible for all hard costs associated with the execution of the event.

Community Outreach

The event is projected to attract approximately 7,500 spectators to Avila Beach. Certainly an event of this magnitude is expected to generate concern and questions from the residents and businesses of Avila Beach and the Avila Valley in general. Staff has attended each Avila Valley Advisory Committee (AVAC) meeting since January and will continue to do so through May. In addition a Community Meeting was held on February 20th and attended by approximately 50 people. Another Community Meeting is planned for April 18th. In addition there have been press conferences and coverage on TV and in the printed press.

On November 30, 2012, the Avila Beach Tourism Alliance, a local area within the County's Business Improvement District (CBID), approved the use of \$30,000 of local area funds to sponsor the Avila Beach stage finish. The agreement for this sponsorship will be processed separately from the agreement before the Board today.

Last, any net revenue derived from food and beverage sales or sponsorships allocated to the Host will be directed to benefit the Avila community through the Avila Civic Association.

OTHER AGENCY INVOLVEMENT/IMPACT

There has been close and extensive contact with other agencies involved with this event, including the Port San Luis Harbor District, Avila Community Service District, AVAC, Avila Civic Association, Avila Beach Tourism Alliance, Caltrans, California Highway Patrol, Cal Fire, Regional Transit Authority, SLO Regional Rideshare, SLO County Bicycle Coalition, Emergency Medical Services, and P.G. & E. There have been monthly overall coordination meetings, plus specific meetings related to the preparation of the traffic and transportation management plans.

BUSINESS IMPACT STATEMENT

The Uniquely SLO County Cluster represents a combination of Wine, Agriculture, Recreation, Accommodation, and other regional specialty products and services. Recreation and Accommodation includes higher-value food and drink establishments, traveler accommodations, and amusement & recreation industries. This event is consistent with the Uniquely SLO County Cluster as the Tour of California has extensive television coverage both within the United States and worldwide via NBC Sports Network. With a projected 7,500 visitors, the event is expected to generate additional revenues for the businesses and hotels in Avila and surrounding areas. The County will receive the associated sales and transient occupancy taxes.

FINANCIAL CONSIDERATIONS

This event was structured to impact the County financially as minimally as possible. The agreement essentially specifies that AEG Cycling is responsible for all related costs for staging the event. Furthermore, in all instances except one, AEG will be contracting with outside parties to provide the services or products. The sole exception is staffing from the Sheriff's Department for the race day event. The Sheriff's Department estimate to provide the necessary staffing for an event of this magnitude is approximately \$13,000 and the Agreement specifies AEG Cycling is responsible for reimbursing the County for those costs. There is the "soft" cost of staff assisting in coordinating the event and conducting outreach to the community and a time code has been established to assess the labor costs for those efforts. County staff time has primarily come from Supervisor Hill's Office, Administration, Public Works, Sheriff, Cal Fire, Parks, and Planning.

RESULTS

While holding the Stage 5 Finish in Avila Beach is expected to generate a large number of spectators, it is also expected to result in increased revenue for businesses in the Avila Valley and the County. In addition, the staging of the race will place Avila Beach, and by extension San Luis Obispo County, on a world stage.

ATTACHMENTS

Attachment A – Course Route Map
Attachment B - Agreement