

USPRO CHALLENGE 2013



The City of Fort Collins made history the summer of 2013 when the United States Pro Challenge (USPC) rolled through town marking the largest event ever hosted in Fort Collins.

Residents, businesses and visitors alike watched as riders from Olympic medalists to Tour de France winners sped through the streets of Fort Collins. The Pro Challenge, known as America's Race, is a world-class professional bicycle race that drew international attention to Colorado and Fort Collins. Fort Collins played host to the sixth stage of the seven-stage race on Aug. 24, 2013, marking an exhilarating finish where Peter Sagan finished first. The large-scale event took the cooperation of multiple communities throughout Northern Colorado as well as local Fort Collins businesses. Overall response to the event was positive. Concerns included timing of the event and setup that adversely impacted businesses.

The Downtown community was very favorable towards the race even though it didn't result in increased sales for any downtown business including retail, restaurant, bar and service. The majority, 78 percent, of businesses surveyed indicated that they would be in favor of hosting the USPC in 2015. However, many business owners indicated that Aug. 24 was an inconvenient weekend to host the event. The race coincided with CSU move-in weekend, and it would be best to avoid this weekend if possible in the future.

Downtown businesses also indicated that the configuration of the vendors blocked access to their storefronts. Business owners would like more consideration and inclusion when it comes to set up for future USPC events, pertaining to parking, access and visibility.

Businesses enjoyed the international media coverage generated by the event, which showcased Fort Collins live on NBC Sports to millions of viewers. The media value for the entire stage was \$13 million. The City of Fort Collins contributed \$50,000 towards hosting the event, which had a budget total of \$591,497. Out of that, \$484,046 was actually spent leaving a surplus of \$32,473. The USPC Fort Collins Festival, which was held in downtown, cost \$44,928.

