

REPORT

6.A-1

To the Honorable Mayor and City Council
and the Redevelopment Agency Board
From the City Manager and the Executive Director

January 5, 2004

Subject

2004 Sea Otter Classic International Cycling Event

Recommendation

That the City of Redwood City and the Redwood City Redevelopment Agency host the *2004 Sea Otter Classic Elite Road Stage Race*, a proposed world class bicycle race, and authorize a budget appropriation for public support and in-kind services in an amount not to exceed \$25,000 from the 2003-2004 Redevelopment Agency Budget.

Background

Redevelopment is most often a partnership with the private sector, where public funds are used to generate private investment for the public good by creating an atmosphere where business can thrive. The elimination of blight often requires an investment not only in physical improvements, but in programs and activities that promote and market an area in order to attract customers and investors. An annual program of special events in the Downtown is one of the ways to create just such an environment.

Last year, the Redevelopment Agency partnered with Sea Otter Classic, LLC to host a special event which brought great activity and publicity to Downtown—the *2003 Sea Otter Classic Elite Road Stage Race*. The Sea Otter Classic is headed by Mr. Rick Sutton, a Redwood City resident. The Sea Otter Classic was attended by approximately 3,000 to 4,000 spectators and over 40 media representatives. There were two races, a men's and a women's, both of which started Downtown, proceeded into a race loop in the Redwood City hills, and culminated in a finish Downtown in front of the Fox Theater. The event brought extensive coverage of Redwood City to Bay Area television stations KGO, KRON, and KTVU, as well as the San Francisco Chronicle, San Jose Mercury-News, and the Sacramento Bee. The issues raised by some of the male cyclists during last year's race have been addressed and are discussed later in this report.

Last year's race served as an extension of the Sea Otter Classic in Monterey, which is entering its 14th year. The Monterey race is North America's largest cycling festival and is considered the global season opener for all forms of racing and recreational riding. Over 10,000 mountain bike, road bike, and BMX athletes, including Olympic, world, and national champions, and 50,000 spectators attended the 2003 event. Over 200 international media representatives attended in producing over 300 million impressions. Outdoor Life Network televised a one-hour special on the race in 2002.

As stated, the race in Redwood City is an extension of the Sea Otter Classic north into the San Francisco Peninsula. Ultimately, Mr. Sutton's goal is to host a twenty-day race in California similar to the Tour de France. By adding days and miles to the front-end of the four-day Monterey festival, it is anticipated that a promotional "freight train" of international

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cyclists will travel around the State of California, through Redwood City, finishing in Monterey at the Sea Otter Classic.

Proposed 2004 Event

The next Redwood City race is proposed for April 14, 2004 and is more completely described in the attached "Event Overview", which details the course description, operational needs, and the requested public support. Basically, there would be two professional races: one for men and one for women. This year, as indicated in the attached course maps, the races will take place entirely within the City of Redwood City, consisting of a start and finish Downtown, and a 2.6-mile loop in the lower Redwood City hills (see attached map). Some streets in Downtown would be closed to non-race vehicular traffic for the day, including Broadway from Winslow to Middlefield, and Middlefield from Broadway to Jefferson. El Camino Real would be closed for a brief period as racers leave Downtown and return to cross the finish line.

The loop has been significantly modified to address last year's safety concerns and is proposed to be closed to traffic as well. This year's loop is much shorter, measuring 2.6 miles compared to last year's 9 miles. The loop will be less hilly, and closing it to traffic will minimize, if not eliminate, cross traffic and driveway conflicts. As described in the attachment, the race on the modified circular hill course, or loop, would be dealt with similar to a "paving day," with all roads on the loop completely closed to traffic—this will be much safer than the rolling closure system that was used last year. Residents that are landlocked inside the course will be provided controlled crossing points to allow access to their homes. Volunteers and police staff will assist residents that require access to and from their homes during the event.

In addition to the race event itself, ancillary activities have again been proposed to benefit the community. These activities include:

- a. Elementary school visits by the elite athletes sharing proper safe riding techniques, healthy lifestyle choices, and career opportunities; and
- b. VIP and entertainment functions at the Fox Theater for athletes, sponsors, and community leaders.

Alternatives

Alternatives include not hosting the event, and postponing the event to 2005. In terms of not hosting the event, this is not recommended. Discussions have been held with appropriate City staff, including the Traffic Engineer and key people from the Police Department and Fire Department, which indicate the support requested is feasible. Meetings with the Roosevelt and Farm Hill neighborhood associations, whose neighborhoods will be impacted, have been held and no opposition was presented. The Downtown Business Group has been briefed on the proposed event at its general meetings and is supportive.

Staff feels the event is feasible this year provided that Redevelopment funding for the in-kind support services is approved.

Fiscal Impact

It is estimated that the public support and in-kind services for the event can be funded for an amount not-to-exceed \$25,000. \$20,000 of that amount is the estimated cost of the public safety personnel required for the race. Redevelopment funds are available and were included in the 2003-2004 Redevelopment Agency budget. Some additional funds may be required for public outreach and information. These expenditures, if deemed necessary, would be funded through the RDA operational budget.

Conclusion

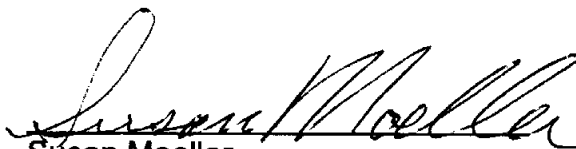
World-class signature events are a rarity. It is staff's recommendation that the opportunity to host such an event continue to be supported. The benefits to the City and the Downtown are many. It reinforces the image of the Downtown as the "heart" of the City and focuses attention on the expanding civic and cultural events being offered in the Downtown. The event will also focus attention on the beautiful residential neighborhoods in the City and help establish Redwood City as an international cycling destination. The riding in San Mateo County is some of the finest in the world, and much of it is in Redwood City.

By partnering with the Sea Otter Classic, Redwood City will be joining with a proven sports event known around the world. International, national, and local media coverage of the event brings a new level of recognition and "branding" to the City. National television cameras will capture the racing and provide advertorial features extolling the virtues of the City and its neighborhoods, including Downtown. International photos and stories could reach as many as 20 nations through print and internet coverage Redwood City restaurants and hotels benefit. The ancillary activities described will benefit residents, young and old alike. It is an opportunity to continue to bring an international cycling event to town for years to come.

Mr. Sutton will be available at the Council meeting to make a presentation, review in greater depth the proposed event, and answer questions if needed. In addition to the "Event Overview," attached are maps of the proposed racing course.



Dan Zack
Downtown Development Coordinator



Susan Moeller
Redevelopment Manager



Bruce Liedstrand
Community Development Director



Ed Everett
City Manager

Attachments:

- Event Overview
- Course Map

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2004 Sea Otter Classic – Redwood City Event Overview

Presented to:
Redwood City Council
January 5, 2004

Proposed Event Date: Wednesday April 14, 2004

Proposed Schedule:

Women's Race Start: 9 am	Distance: 14 laps, total distance 40 miles
Men's Race Start: 11:30 am	Distance: 22 laps, total distance 60 miles

Proposed Course: Reference map included herein

In 2004, Sea Otter Classic requests that we shorten the course loop from 9 miles to 2.6 miles. The course will be closed to traffic. The course will be less "hilly" allowing the racers to stay together. These changes will allow Sea Otter and Redwood City to focus resources, improve the spectator appeal, impact fewer residents, and provide for safe racing. The Start/Finish will be located in downtown Redwood City. The racers will travel west on Jefferson, as in 2003, to meet the 2.8-mile loop at the corner of Jefferson and Alameda.

For review, the entire course will be divided into three sections:

-Downtown: *Start/Finish to the Corner of Jefferson and Middlefield.* This section will be closed to traffic from 7 am to 3 pm. During the event, Sea Otter suggests that cross-town traffic will be diverted north onto Winslow or South onto Middlefield at the intersection of Middlefield and Jefferson.

-Jefferson Connector: *Jefferson Avenue, between Middlefield and Alameda.* This section of the racecourse will be used at the start and finish of the men's and women's races. A rolling road closure, with police and race officials at the front will control traffic and clear the course in advance of the race pack.

-The 2.6-mile Race Loop: *Using the "Panhandle Section" of the 2003 course.* In general the course will travel south on Fernside and north on Alameda. Each lap begins with at the intersection of Alameda and Dover. Turn Right on Compton. Turn Right on Alameda. Turn Right on McGarvey. Turn Left on Fernside. Turn Left on Massachusetts. Turn Left on Alameda, return to Dover to begin the next lap. The course runs counter-clockwise, which is the same direction of the 2003 course. An added spectator benefit will be the short steep climb on McGarvey.

Similar to a "paving day", all roads for the race loop will be full closed to traffic. Residents that are land locked inside the course will be provided controlled crossing points to allow egress and access to their homes. Volunteers and Police staff will assist residents that require access to and from home during the event

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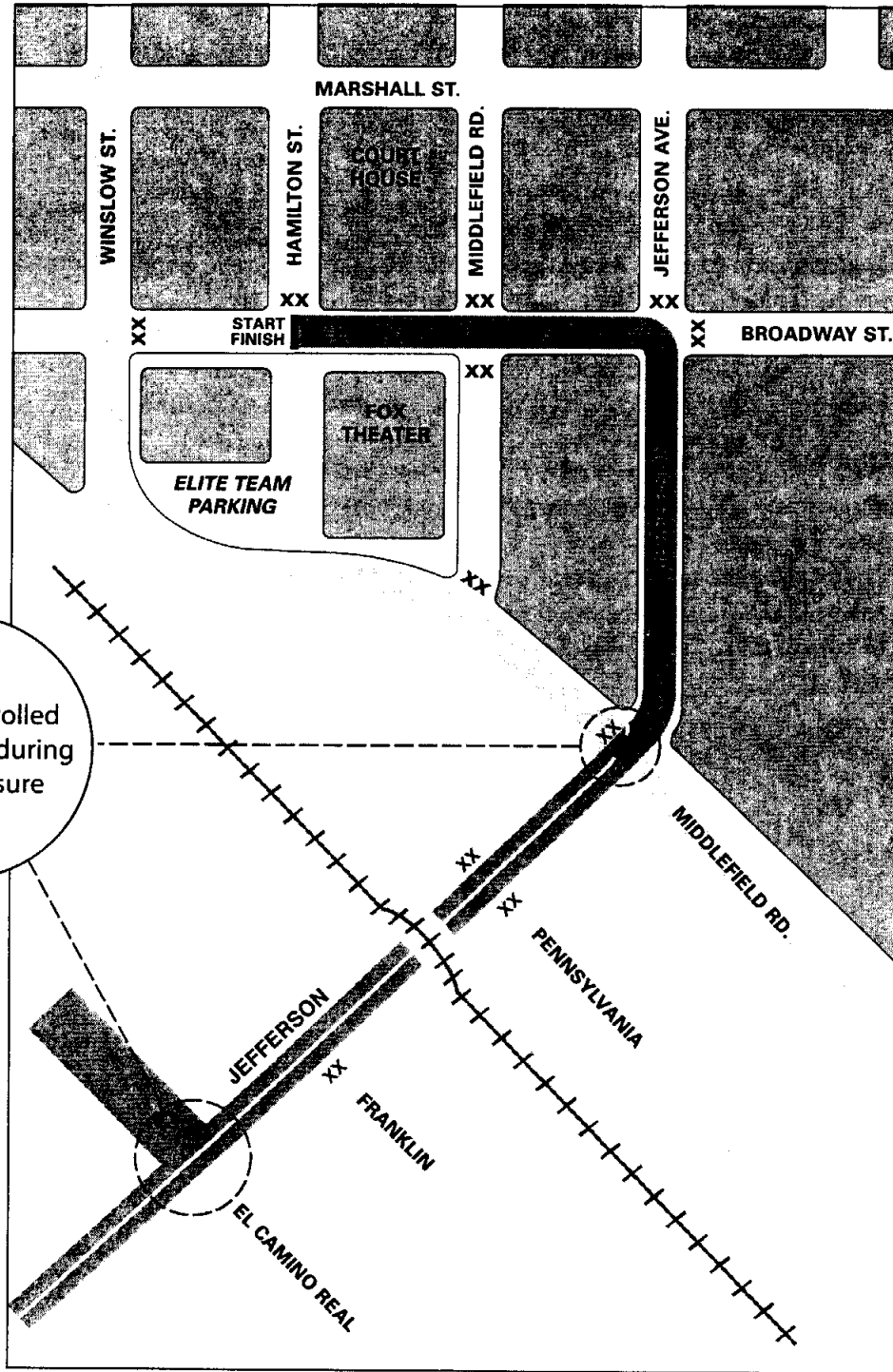
Important Points to Note:

1. Public Safety will be first priority. Event will be delayed to allow police, fire, or ambulance to access any residential emergency.
2. Signed barricades will be posted on all course roads one week in advance advising street closures.
3. No Parking will be allowed on the race course loop from 8 am to 4 pm on race day. No parking will be allowed on the south side of the Jefferson Connector (El Camino to Alameda) from 8 am to 4 pm on race day. No parking will be allowed on the Downtown Course streets from 8 am to 4 pm on race day.
4. Set up Day, Tuesday April 13: Hard fence, barricades, hay bales, porta-potties will need to be placed along racecourse.
5. Malcolm Smith, Redwood City Communications Specialist, will manage public notices, mailings notifying residents of detours, no parking zones, and event day impacts.
6. In late 2003, Rick Sutton presented the 2004 Sea Otter Classic event plan to the Farm Hill and Roosevelt Neighborhood Associations. Rick contacted the Woodside Plaza Neighborhood Association on two occasions without reply. Both the Farm Hill and Roosevelt groups were in strongly in favor of the 2004 plan.
7. Note that the 2003 Sea Otter Classic produced national and international exposure for the City of Redwood City. The 2003 Sea Otter Classic generated over 70 million media impressions, of those approximately five million impressions included mention of Redwood City. Media Promotions CD is available for review.
8. Estimated attendance for the 2003 Sea Otter Redwood City event includes 40+ media representatives from six different countries, and 3000+ spectators along the race route.

Thank you,
Rick Sutton
Sea Otter Classic, LLC

enclosure

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Police controlled intersection during rolling closure



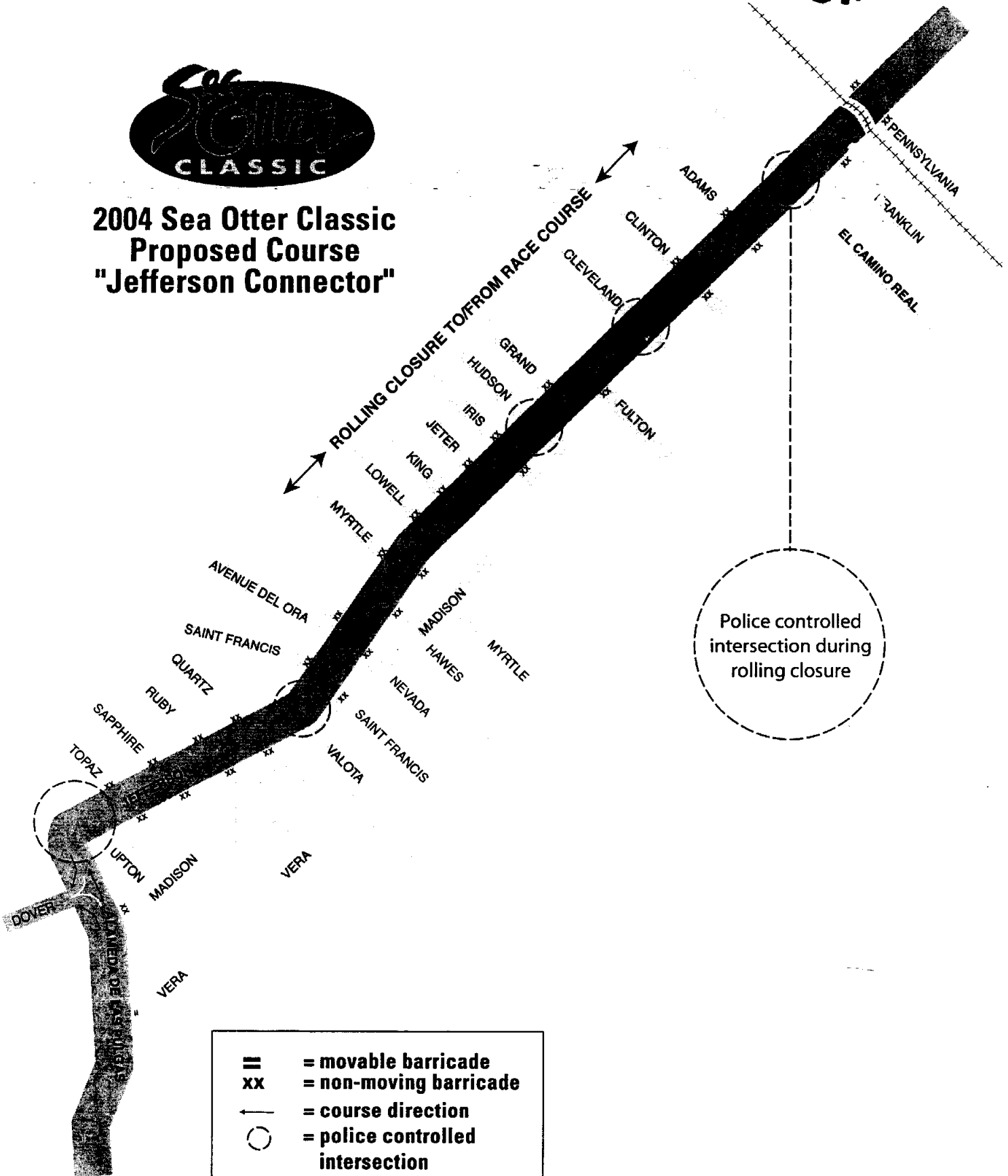
2004 Sea Otter Classic
Proposed Course
"Downtown"

- == = movable barricade
- XX = non-moving barricade
- = course direction
- + = railroad
- = police controlled intersection

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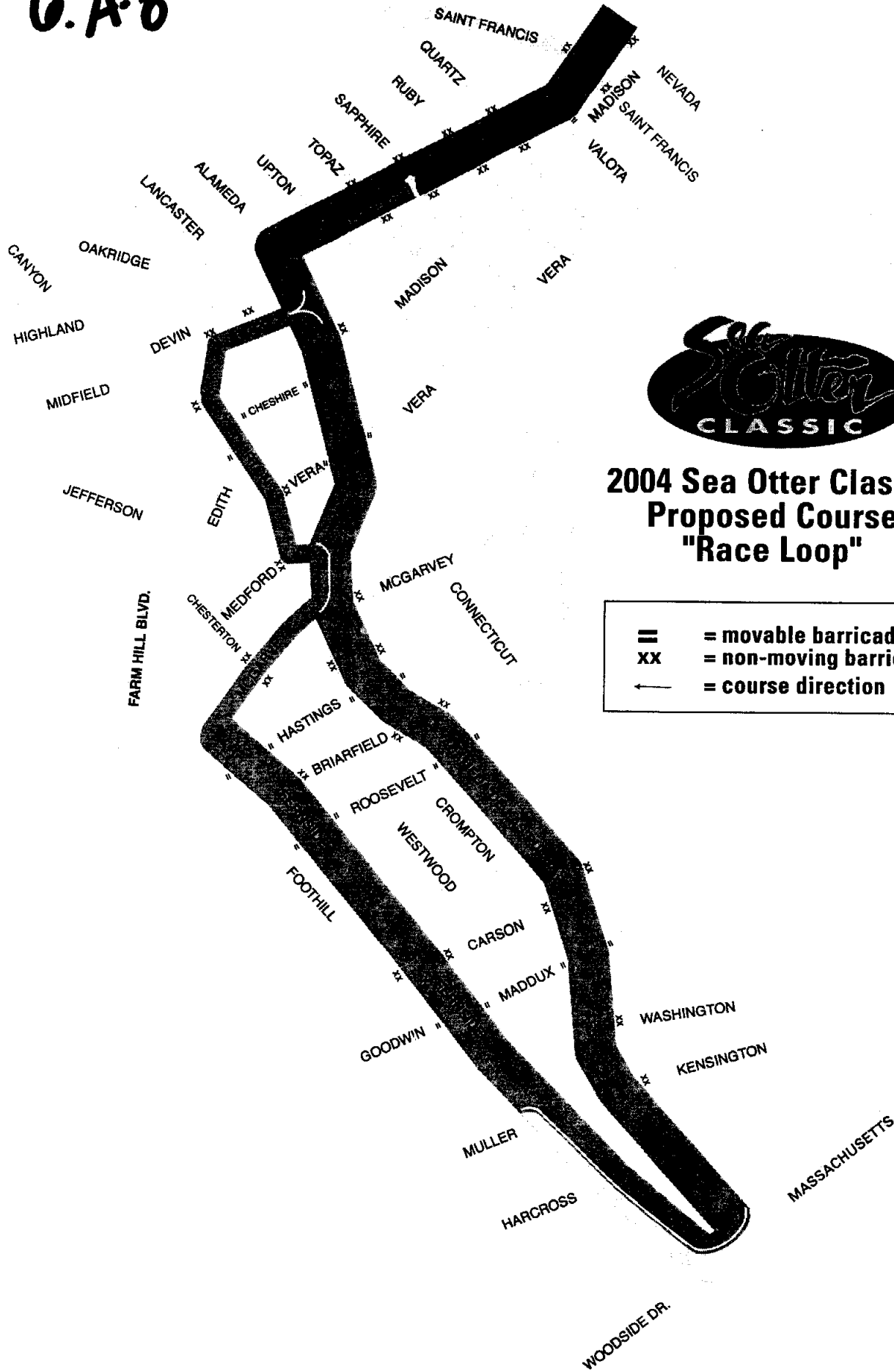


2004 Sea Otter Classic Proposed Course "Jefferson Connector"



- ==** = movable barricade
- xx** = non-moving barricade
- = course direction
- = police controlled intersection

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2004 Sea Otter Classic Proposed Course "Race Loop"

=	= movable barricade
XX	= non-moving barricade
←	= course direction