



MERCED, CA

GRAN FONDO

HINCAPIE

MERCED  
CA





## EVENT OVERVIEW

Established in 2012 in Greenville, South Carolina, Gran Fondo Hincapie is known as THE Ultimate Cycling Experience. The series is distinctive for the high-end customer experience it provides, defined by careful attention to detail and community involvement. Essential to this experience are celebrity and professional cyclists, a high focus on safety, live streaming, segment timing, live tracking, live entertainment at rest stops, and a free family festival. The series is currently comprised of events in four locations: Chattanooga, Tennessee; Lehigh Valley, Pennsylvania; Bangor, Maine; and Greenville, South Carolina. Gran Fondo Hincapie's event structure includes standard ride distances of 15-, 50-, and 80-mile routes, coupled with a focus on the experience of not only the rider, but the family members of the rider and the local community that make our events possible.



# WHEN & WHERE

Gran Fondo Hincapie aims to add the City of Merced, California along with four established annual one-day events. We want to work with your community to bring our fifth Gran Fondo Hincapie event to Merced at a date to be determined in March of 2023. Gran Fondo Hincapie-Merced would showcase the culture, scenery, and community in and surrounding Merced.







Known and respected as a top tier mass participation cycling event, Gran Fondo Hincapie continues to draw thousands of cyclists and their families from all 50 states and many counties around the world. An important focus on community involvement facilitates the participation of over 200 local volunteers per event.

A first-year event produces a participation number of approximately 1,000 riders and 200 volunteers. In addition to riders and volunteers, friends and family members are invited to attend the Family Festival and Expo.





## FAMILY FESTIVAL & EXPO

Central and unique to the Gran Fondo Hincapie experience is the Family Festival & Expo. Riders, volunteers, along with friends and family are invited to attend for free. The festival features free food and beverage, screens with live footage from the ride courses, children's entertainment, and informational booths from local businesses and industry professionals.





# SUPPORT REQUESTED FROM THE CITY OF MERCED

The City of Merced will play a critical role in helping to create the next The Ultimate Cycling Experience. In order to provide the level of experience that past, current, and future Gran Fondo Hincapie participants expect, Hincapie Events, LLC. requests the following support from The City of Merced and it's local partners.

- Cash support of \$50,000
- In-kind support as outlined in pages 7-11





## **EVENT OPERATIONS GENERAL OVERVIEW**

# CHOOSING A SITE FOR START/FINISH AND FAMILY FESTIVAL

The site chosen for a Gran Fondo Hincapie start/finish along with the Family Festival & Expo is the central area where all riders, volunteers, and festival attendees will congregate. The area should be an open space (public park, private venue, etc.) adjacent to the start/finish corral with the following specifications:

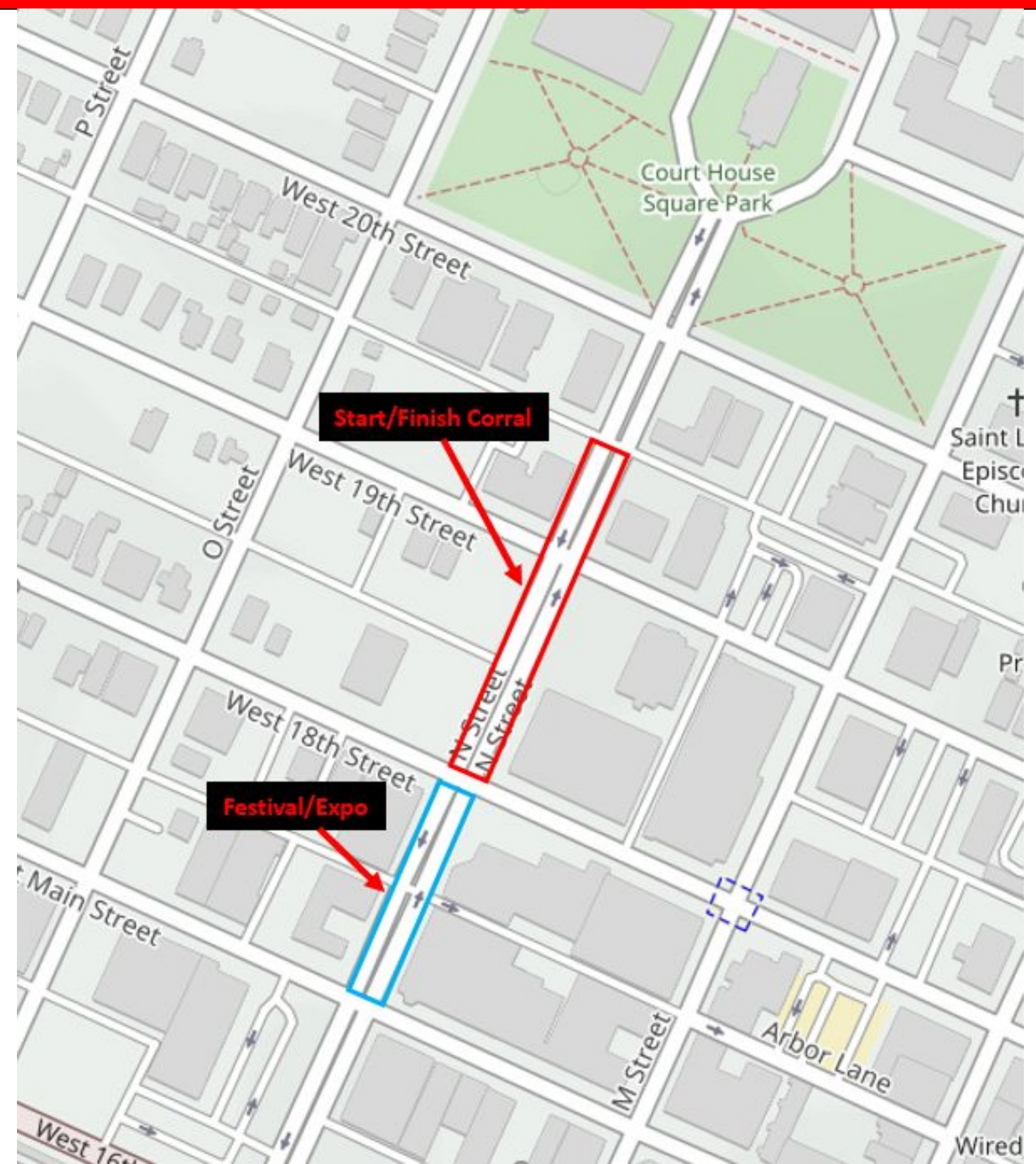
- At least 30,000 square feet of gathering space for participants, volunteers, and community members.
- Venue should have ample electrical access as well as multiple water sources suitable for drinking.
- 100 Parking Spaces located within 2 blocks of the Host Site for event specific vehicles, event staff RVs, and VIP parking.
- Space for adequate port-o-lets or restroom facilities located within close proximity of the Festival/Expo Area. 2 of the port-o-lets should be handicap accessible. (Number of port-o-lets and/or capacity of restroom facilities to be mutually agreed upon by Hincapie Events, LLC and the Host City.)
- Access to high-speed internet. (Minimum 10mb/s Upload and 10mb/s Download Speed)
- All costs related to venue fees, parking, and port-o-lets will be the responsibility of the Host City.
- Final site selection to be mutually agreed upon between the Host City and Hincapie Events, LLC during the first site visit.



# PROPOSED SITE FOR START/FINISH AND FAMILY FESTIVAL

The site chosen for a Gran Fondo Hincapie start/finish along with the Family Festival & Expo is the central area where all riders, volunteers, and festival attendees will congregate. The following outlines the proposed site for the Festival & Expo along with the route that the ride will depart the Start/Finish area from.

- The Festival and Expo would take place on both North and Southbound lanes of N Street between West Main Street and West 18th Street.
- The proposed area for the Start/Finish is N Street between West 18th Street and the first half block of West 19th - 20th Street.
- Both of these areas see proposed closures for setup beginning on Thursday, March 16th at 9am. Proposed closures would end at 8pm on Saturday, March 18th.





# RIDE OPERATIONS

- **Police Services** – Local (city and/or county) police services, plus related costs are the responsibility of the Host City. Local Police, in collaboration with California Highway Patrol and Gran Fondo Hincapie Course Marshal Volunteers, provide safe road closures which may include fixed-post positions, traffic control, Festival & Expo security, and maintain public safety.
- **Public Works and Road Services** – Local public works and road services are the responsibility of the Host City. The Host City will absorb the cost for all services inside of city limits. These services are necessary to provide a safe riding and festival experience and support police efforts. The services include:
  - Detours and Detour Equipment
  - Barricades and Cones
  - Contracted Traffic Control Services
  - Distribution of notices to local business and residents advising of road closures and awareness of the event to include all permit required information.

- **EMT/EMS Services**

EMT/EMS service costs for the event day will be the responsibility of the Host City. Placement of EMT/EMS services will be determined by the Hincapie Events, LLC. Technical Director.

At minimum:

- (1) On-Site Festival Team
- (1) Rapid Response Vehicle
- (1) Full-Service Ambulance

- **Course Selection**

Courses of 80-, 50-, and 15-miles will be identified and approved by the Hincapie Events, LLC. Technical Director in collaboration with the Host City.

Initial full course approval is required from Hincapie Events, LLC; the Host City; Local Officials; and State Officials no later than Friday, April 1st, 2022.

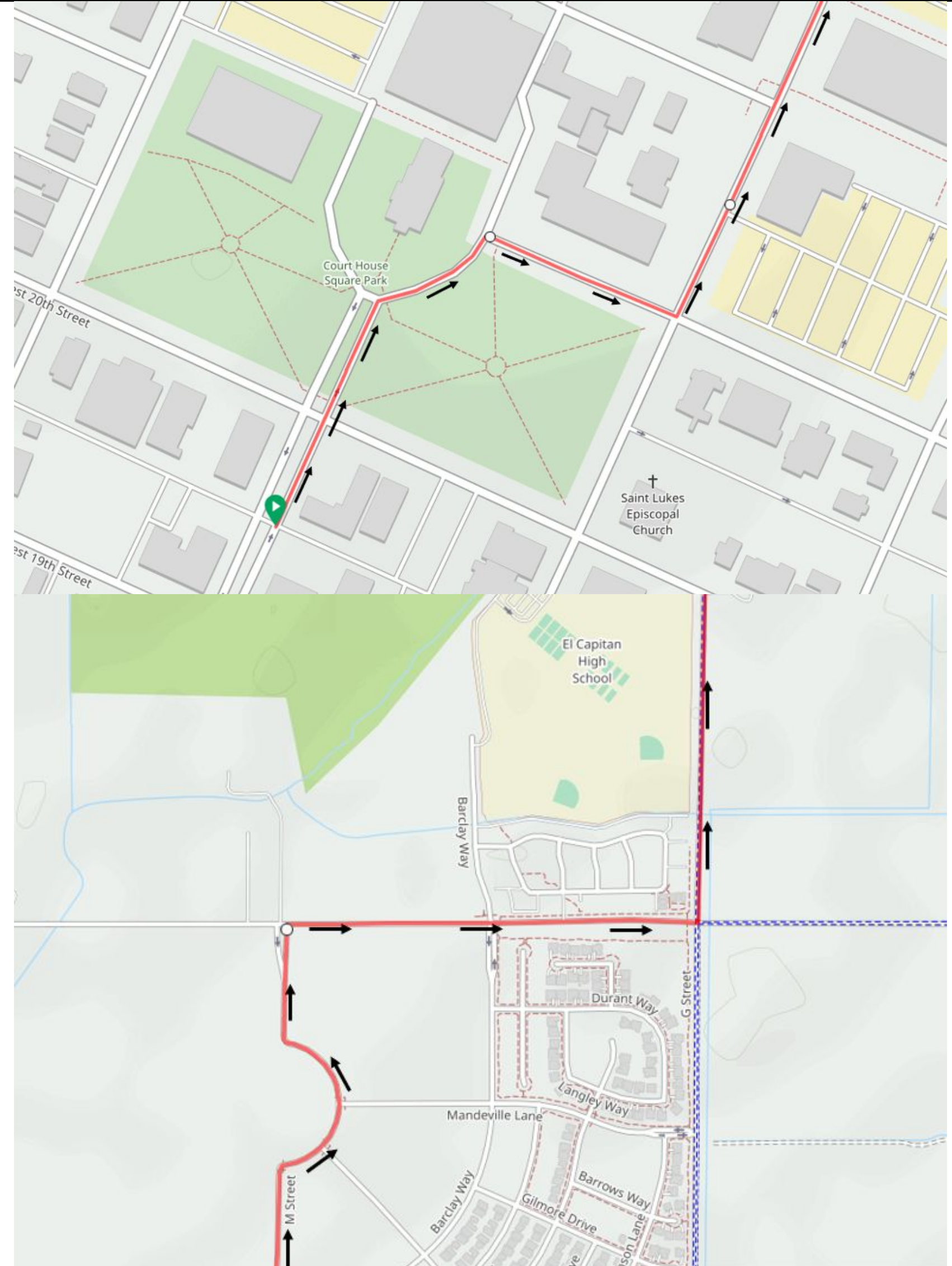


# RIDE OPERATIONS

## *Proposed Egress From Start/Finish Area*

- **Ride Start - Route**

- The proposed ride start would see riders leave the Start/Finish area promptly at 8:00am on Saturday, March 18th proceeding north on N Street.
- The proposed route would then execute a right turn on West 21st Street and a left onto M Street.
- The proposed route would then travel 3.9 miles on M Street before executing a right turn on Bellevue Road and a left turn onto G Street.
- The proposed route would then travel 2.2 miles on G Street and Snelling Road before executing a right turn onto La Paloma Road.





# RIDE OPERATIONS

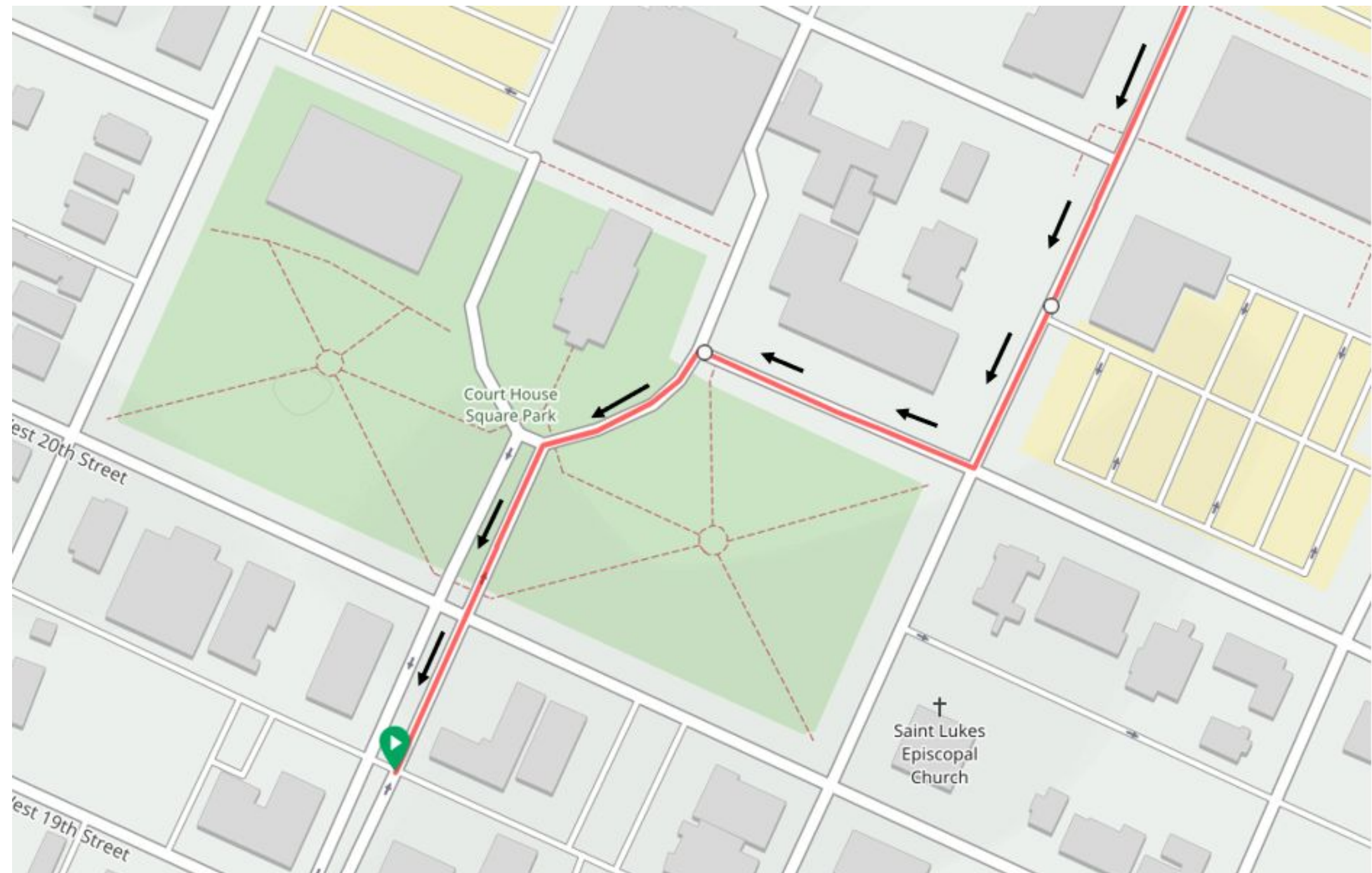
## *Proposed Route Ingress & Further Details*

- **Ride Finish - Route**

- Proposed route finish would involve would utilize the same route as the start, but in reverse.
- Here, riders would travel southbound on M Street before executing a right turn on West 21st Street and a left on N Street.
  - Under this proposal, M Street would have the furthest right hand lane closed for cycling traffic. All other lanes of traffic would remain open.

- **Additional Route Details**

- Proposed routes outside the City of Merced are still in development under the direction of Hincapie Events, LLC. Technical Director Joseph Coddington and local stakeholders.
- Under the conditions of an approved event inside the City of Merced, a full course will be finalized no later than November 30th, 2022.





# VOLUNTEER PROGRAM

The Host City will work directly with the Gran Fondo Hincapie Volunteer Director for securing and organizing local volunteers. Total number of volunteers vary based on course and festival needs but typically range from 200-300 volunteers.

Each volunteer will receive a Gran Fondo Hincapie T-Shirt, volunteer packet with giveaways sponsors, and an invitation to the Family Festival & Expo. The invitation to the Family Festival & Expo includes immediate family members.





## SITE VISITS

The Host City will work with Hincapie Events, LLC to schedule a minimum of 2 site visits between the dates of February 21st, 2022, and March 1st, 2023. The first site visit should occur no later than the week of March 14-18, 2022. The following costs will be the responsibility of the Host City:

- 20 total room nights to be used during period of 2.21.2022 and 3.1.2023.
- Rooms to be single occupancy at properties mutually agreed upon between the Host City and Hincapie Events, LLC.
- Hotel Properties should be located within 5 blocks of proposed event sites.

## EVENT WEEK HOTEL REQUIREMENTS

The Host City will be responsible for the cost of 30 total room nights during the event week with the following allocations:

- Single Occupancy Rooms at properties mutually agreed upon between the host city and Hincapie Events, LLC.
- Properties should be no more than 5 blocks from the event site.
- Check-in dates starting 5 days prior to the agreed upon event date.
- Check-in dates and guest names to be provided to the Host City no later than February 28th, 2023.
- Check-out dates on the Sunday immediately following the agreed upon event date.





**HOST CITY BENEFITS**



Gran Fondo Hincapie provides a valuable opportunity to gain exposure in the rapidly growing worldwide cycling community, create economic impact, and provide new experiences for local residents.

Beyond the positive economic impact of bringing riders from around the world to the Host City, each Gran Fondo Hincapie Host City will receive a package of benefits to assist with fundraising efforts, provide VIP experiences for key guests, and to promote/market the Host City/region to drive tourism.

The following is a list of benefits that Hincapie Events, LLC. will provide:

## 1 - EXCLUSIVE NAMING RIGHTS

The proposed event will be titled the “Gran Fondo Hincapie – Merced”.







## 2 - FAMILY FESTIVAL AND EXPO

### Booth Spaces

The Host City will receive 5 10x10 spaces for booths to help promote/build awareness of the city (CVB, Chamber, Local Businesses, etc.).

- 10'x10' spaces are valued at \$500 each.
- Spaces can be set up for the day before the event (Friday) and the day of the event (Saturday).
- All booth space must be approved by the Hincapie Events, LLC. Event Director to ensure there are no sponsor conflicts.

### Live Stream

The Host City will have the opportunity to have up to a 30 second ad play multiple times on the event's live stream. This live stream will be shown from 7am-5pm during the event day (Saturday) on the Festival Screen, Hincapie Events You Tube Channel, and Gran Fondo Hincapie App.

### Emcee Call Outs

The Host City will have the opportunity to have ads announced by the event emcee over the public address throughout the event day.





### 3 - VIP EXPERIENCES

The Host City will receive 5 VIP Gold Packages (valued at \$1,000 each) to be used as necessary. VIP Gold Packages Include:

- (1) Gran Fondo Hincapie Ride Entry
- (1) Gran Fondo Hincapie Event Kit (Jersey, Bib Short, Vest, Socks, Arm Warmers, Knee Warmers, Gloves, and Cycling Cap)
- (1) Event Day VIP Parking Pass
- (1) Event Day Ticket for VIP Breakfast with the Pros
- Priority Start Corral with the Pros
- Post Ride Massage
- (2) Private VIP Lunch Passes
- (2) Tickets to the Gran Fondo Hincapie After Party

Personal information for each VIP must be received by the Event Director by the close of online registration. Date TBD.





## 4 - FRIDAY NIGHT DINNER WITH THE PROS

The Host City will receive 10 tickets valid for entry to the Friday Night Dinner with the Pros (\$150/pp value).

Attendee names must be submitted to the Hincapie Events, LLC. Event Director no later than one month prior to the event date.

## 5 - EVENT MERCHANDISE

The Host City will have the option to have its logo featured on:

- The official Gran Fondo Hincapie Event Jersey.
- Jersey is included with all paid Gran Fondo Hincapie Registrations.
- Gran Fondo Hincapie Event T-Shirt
- Gran Fondo Hincapie Volunteer T-Shirt



## 6 - EVENT SIGNAGE AND RIDER GUIDE

The Host City will have the option to have the following:

### **(2) 8'x4' Branded Fence Panels to be displayed in the Start/Finish Corral**

- Hincapie Events, LLC. is responsible for the costs associated with printing and installation.
- The Host City is responsible for providing the design no later than 3-months prior to the event date.

### **(1) Full page ad in the Gran Fondo Hincapie Rider Guide**

- Hincapie Events, LLC. is responsible for the costs associated with printing.
- The Host City is responsible for providing the design no later than 3-months prior to the event date. Templates and specifications to be provided by the Hincapie Events, LLC. Event Director.





## 7 - PUBLICITY AND MARKETING

### Website

Dedicated link on the Gran Fondo Hincapie “Plan Your Trip” page with opportunity to incorporate local partner logos, tourism information, etc.

- All partner logos and information are subject to review by Hincapie Events, LLC to ensure there are no sponsor conflicts.

### Host City Logo on Partners Page

Option for links to local hotel partners on the “Plan Your Trip” page of the event website.

### Social Media

Host City promotion through all Hincapie Event, LLC. and Hincapie Sportswear Inc. social media platforms (Facebook, Instagram).

- Content and schedule to be mutually agreed upon by the Host City and Hincapie Events, LLC.

### E-Blasts

Host City promotion through Hincapie Events, LLC.  
E-Blasts to potential registrants and current registrants.

- Content and schedule to be mutually agreed upon by the Host City and Hincapie Events, LLC.

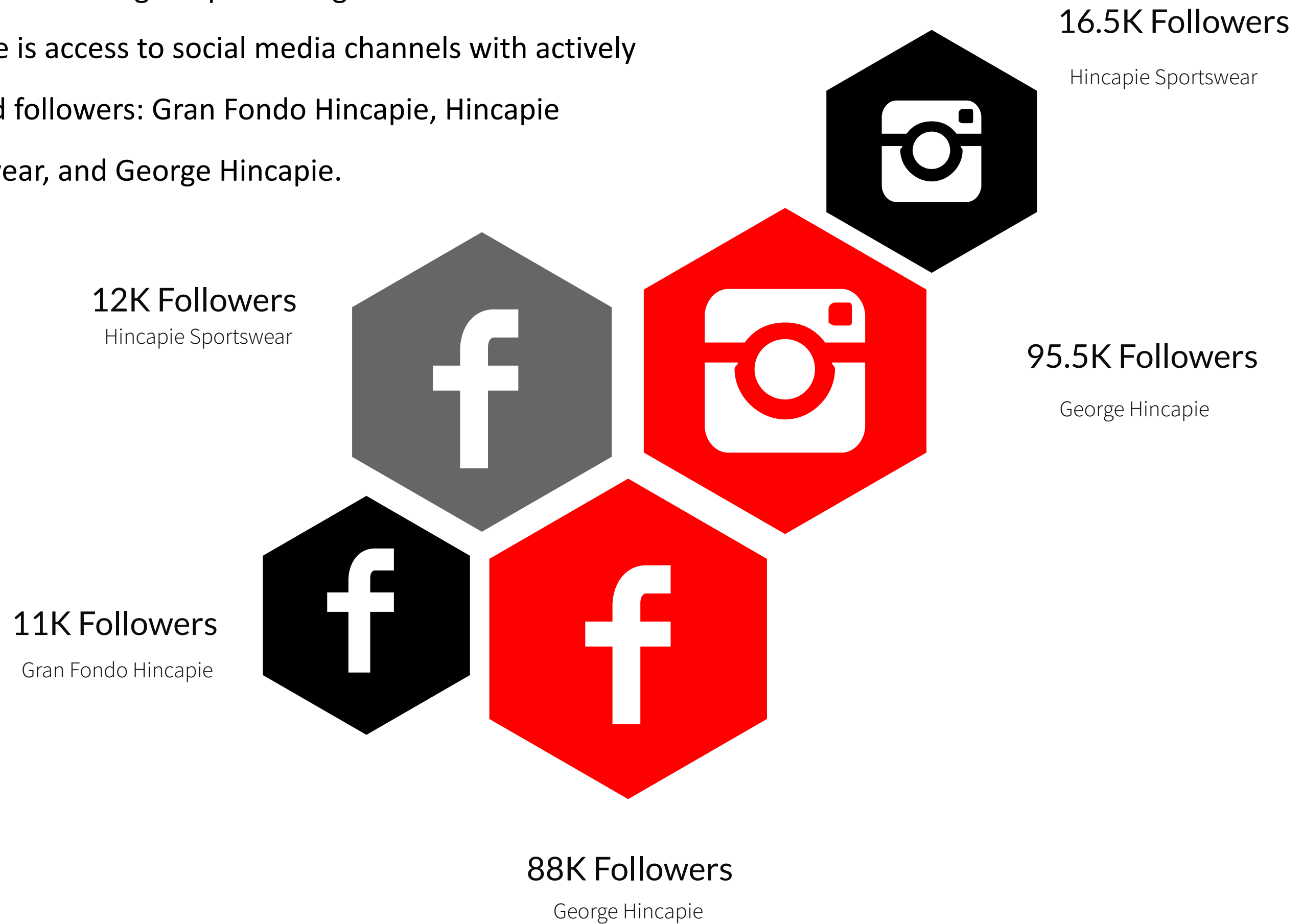
### Press Releases

Host City named as an event partner in all event related press releases produced by Hincapie Events, LLC.



# SOCIAL MEDIA

An added advantage of partnering with Gran Fondo Hincapie is access to social media channels with actively engaged followers: Gran Fondo Hincapie, Hincapie Sportswear, and George Hincapie.





# COMMUNITY ACTIVATION

At Gran Fondo Hincapie, how we engage and support our host communities is just as important as the product we provide our participants. A healthy and engaged host community is vital to the long-term success of Gran Fondo Hincapie and the sport of cycling.

## **Community Participation**

Gran Fondo Hincapie is an inclusive event. Whether on the bike or off, there are many ways that members of the Merced community and surrounding areas can be involved. Beyond opportunities to participate as a volunteer and attending the Family Festival and Expo, Gran Fondo Hincapie-Merced will also offer:

### **Free Registrations for Junior Cyclists**

Getting the younger members of our community on bicycles is perhaps our biggest passion! In an effort to grow the sport that has given so much to us, we offer free registration for all cyclists 18 years of age and younger. All a junior participant needs to participate is a bicycle and helmet!

### **Free Family Ride**

In addition to ride distances of 80, 50, and 15-miles, Gran Fondo Hincapie-Merced will feature a Family Ride. This non-competitive event will offer families and friends the opportunity to ride any type of bicycle on a beginner friendly half mile loop around the Family Festival and Expo area.

The focus of this event will be on fun! Participants will be able to complete as many laps as they wish while they are showered with confetti at the start/finish and cheered by volunteers and the Gran Fondo Hincapie Team. Each participant will receive a finishers medal and an invitation to the Family Festival and Expo.



# GIVING BACK

## Giving Back

We believe that healthy communities are built on coming together to help each other. Central to our philosophy on engaging our host communities are partnerships with local non-profit organizations. With the help of key decision makers in Merced, Gran Fondo Hincapie will partner with local non-profits to donate a portion of proceeds to.





# HINCAPIE EVENTS, LLC. - KEY CONTACTS

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# Reviews From Participants

**“This is by far the best, well organized cycling event around! 5 star all the way! Thanks for putting it on!!!”**

**“The entire Gran Fondo Hincapie event is so awesome--from the courses, the volunteers, the sponsors, the food and drink, the celebrity guests, and especially meeting and riding with so many cyclists from other places all in celebration of cycling! Always a class act!”**

**“Participated for a few years and have no plans to stop! One of the best cycling and family events, hands down.”**

**“Great experience, great routes, awesome atmosphere. Anyone wanting to experience what it’s like to be a pro cyclist, this event is for you.”**

**“An incredible ride that should not be missed. Excellent course marking, wonderful rest stops with live music and great food and an incredible afterparty. Literally a who's who of cycling in this region.”**

**“Top notch...best overall experience of any organized ride!! Thank you for your fantastic hospitality and looking forward to next year!!”**