



Legislation Text

File #: 22-297, **Version:** 1

Report Prepared by: Stephanie R. Dietz, City Manager

SUBJECT: Council Direction Concerning Hosting a Bike Race in March 2023 Within the City of Merced and Neighboring Community

REPORT IN BRIEF

Council to discuss the City of Merced's ability to partner with a local, community host to commit funds, staff, and other resources to host the proposed 2023 Hincapie Gran Fondo.

RECOMMENDATION

Provide staff direction on the proposed 2023 Hincapie Gran Fondo.

AUTHORITY

Charter of the City of Merced, Section 200

CITY COUNCIL PRIORITIES

Fiscal Year 2022-23 Goals & Priorities, Merced Unity Project, Community Programs, Events and Messaging.

DISCUSSION

On April 13, 2022, the City of Merced received an official request seeking City Council's consideration to partner with a local, community member to host the proposed 2023 Hincapie Gran Fondo. Mr. Doug Fletch, a local business owner and cycling enthusiast, requested that the City Council consider hosting the proposed 2023 Hincapie Gran Fondo and provided the attached presentation to outline requirements and benefits of hosting the event.

As is customary with previous bike racing events, the City of Merced is asked to contribute both in-kind and financially in the event. Below is a summary of the in-kind support requested:

Police Services - local police services, in collaboration with the Merced County Sheriff and California Highway Patrol, to provide safe rolling road closures, traffic control, and Festival & Expo security

Public Works & Street Services - detour set up and materials, traffic control services, notices to local businesses and residents of route closures

Fire/EMT Services - a local team of medical professionals at the site festival, a rapid response vehicle, and full-service ambulance

The financial contribution request is \$50,000. However, unlike previous bike race events, local businesses have come forward to help fund the Host City contribution. To date, Mr. Fletch reports \$21,750 has been committed to offset the \$50,000, including the following local businesses:

- Fluetsch & Busby Insurance
- Merco Credit Union
- Kevin's Bikes
- Barry & Jeanne McAuley/Robinson Montgomery
- Dr. Lee & Associates
- McAuley Lincoln
- Robert Craig, CPA
- Fluetsch & Busby Rentals 2.0 LP
- Matt Rowan, DDS
- Action Computers
- Kirby Manufacturing
- Fluetsch Family Bank GP
- Hoffman Electronic Systems
- ServiceMaster Restore
- Alia Corporation/McDonalds
- 510 Bistro
- R Abbate Enterprises/Yosemite Ave Chevron
- Oregon Mutual Insurance Company
- Advanced Physical Therapy
- Matsuo Family

Mr. Fletch continues to solicit contributions, and reports that he has requests out to an additional 30 businesses. The request as currently proposed is to have the City provide support, less community commitments, to meet the Host City required amount of \$50,000.

Staff is seeking direction from the City Council on if there is a desire to host the 2023 Hincapie Gran Fondo, as well as interest to provide the balance of the financial commitment needed for the designated Host City. Should the Council desire to move forward, a Host City Agreement will return to the Council with a final fundraising report and allocation request.

ATTACHMENT

1. Hincapie Presentation