

# DESTINATION EL PASO



## **Goal 1: Create an Environment Conducive to Strong, Sustainable Economic Development**

Item 15.1. Discussion and action to approve a resolution authorizing the City Manager or designee to make necessary budget transfers and to sign the Event Support Contract in an amount not to exceed \$120,000 with Consortium Products, Inc. for the City of El Paso to host the 2020 USA CRIT, March 28, 2020.

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# What is a CRIT?



- A Criterium or CRIT is a unique form of cycling that stresses high-speed races contested amidst a thriving urban atmosphere for a specific number of laps on a closed course.
- Now in its 13th year, the USA CRITS Series is the premiere cycling series in the United States.
- This event is anticipated to have a \$1.3m economic impact annually.

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A close-up photograph of a hand pouring beer from a bottle into a glass. The beer is golden and has a thick, white head of foam. The text "THREE EVENTS" is overlaid in white, bold, sans-serif font across the middle of the image.

**THREE EVENTS**

# Sun City CRIT 2019



- El Paso was selected as the 2019 Season Opener
- 1 of 9 communities selected in the US
- Saw roughly 450 Athletes from 9 countries, and 27 states.
- 2 -3 Days of hotel impact
- 7,500 in total attendance with an economic impact valued at \$1.3 Million each year.
- Event is contracted to El Paso until 2023

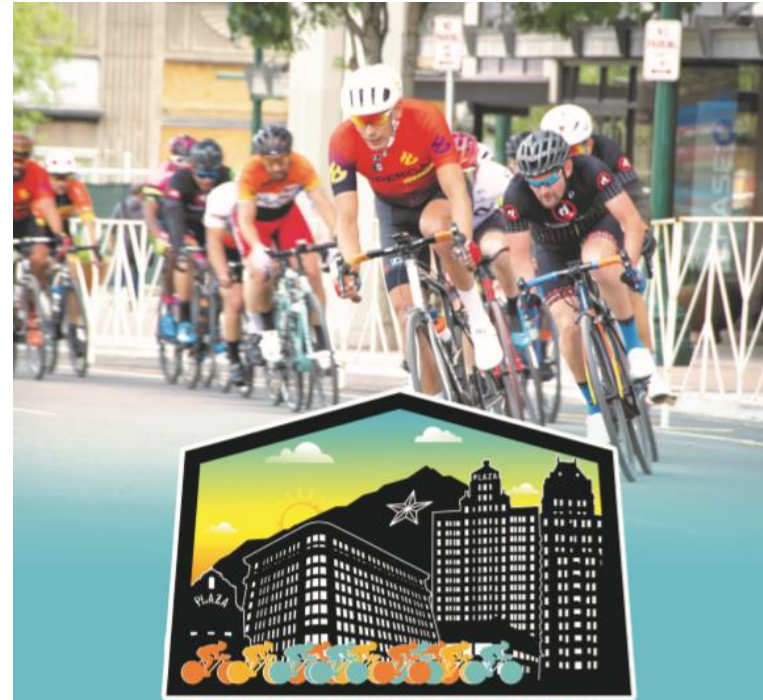


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# Sun City CRIT 2020

Category	Start	Time
Onsite Registration Open	7:00 AM	40 Min
El Paso 5k Running Race	8:00 AM	
Cat 4 & 5 Men	10:00 AM	35 Min
Masters 45+ & 55+ Bonus	10:45 AM	45 Min
JR 15-16 & 17-18	11:40 AM	20 Min
JR 9-12 & 13-14	12:10 PM	20 Min
Kids Races	12:40 PM	25 Min
Cat 4-5 Women	1:15 PM	40 Min
Masters 35+	2:05 PM	45 Min
Cat 2-3 Men	3:00 PM	45 Min
Project Hero Para+ Races	4:00 PM	50 Min
Amateur Finals	5:00 PM	40 Min
El Paso Mile	6:00 PM	
All Stars Relay Race	6:30 PM	30 Min
USA CRITS Pro 1-2-3 Women	7:15 PM	70 Min
USA CRITS Pro 1-2 Men	8:30 PM	85 Min
USA CRITS Awards	10:00 PM	



**SUN CITY CRIT • EL PASO**

MEN'S & WOMEN'S CRITERIUM RACE (PRO • CAT 2/3, 4 & 5 • MASTER 45+/55+)  
 KIDS RACE  
 ALL-STAR RELAY RACE  
 5K RUN  
 1 MILE RUN

*Saturday, March 28, 2020*  
*San Jacinto Plaza • Downtown El Paso*

USA CRITS [WWW.VISITELPASO.COM/CRITS](http://WWW.VISITELPASO.COM/CRITS) EL PASO

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# Race Course Information

- Location: City Center – El Paso, TX
- Start/Finish: E. Main & N. Mesa Streets
- Course Length: 0.59 Mile



- Estimated overall attendance: 5,000
- Athletes: 800
- Enthusiasts: 300
- Participant Guests: 1,200
- Media: 100

## Event Attendance

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# Event Support Contract

- The city has committed to support the event with a \$120,000 site fee and other expenses required to successfully and safely conduct the event not exceed \$10,000.
- The City has applied to and was accepted by the State of Texas Event Trust Fund to seek reimbursement for the city's financial obligations under the Event Support Contract.
  - Up to \$76,298 will be reimbursed by State of Texas Event Trust Fund.
  - Balance of costs will be paid from DEP budget

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# Questions

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