

City of Scottsbluff, Nebraska

Monday, April 1, 2024

Regular Meeting

Item Reports2

Council to discuss and consider action on a funding request from Aaron Raines representing the Scotts Bluff/Gering Sports Council to assist with lodging expenses of USA Cycling Staff during the 2024 USA Cycling Gravel National Championships.

Staff Contact: Sharaya Toof, Economic Development Director



REQUEST FOR FUTURE AGENDA ITEM

If you have a specific topic that you would like the City Council to discuss at a future meeting, please list your name, address, telephone number, and the specific topic. The item will be reviewed and possibly scheduled for a future meeting or forwarded to City staff for appropriate action.

Name: Aaron Raines – Scotts Bluff / Gering Sports Council

Address: 1935 R St. Gering, NE 69341

Telephone #: 308-672-3346

Date of Request: 3/26/2024

Description of Requested Topic: The Scotts Bluff / Gering Sports Council is requesting funding in the amount of \$15,000 from the Community Programming Fund. The funds will be used specifically for lodging of USA Cycling Staff during the 2024 USA Cycling Gravel National Championships. Staff will be lodging in Scottsbluff during the event.



GRAVEL

NATIONAL CHAMPIONSHIPS
SEPTEMBER 8, 2024
GERING, NE

Scott's Bluff / Gering
SPORTS COUNCIL

Scottsbluff City Council
April 1, 2024

The 2024 USA Cycling Gravel National Championships are organized locally by the Scotts Bluff / Gering Sports Council.



The Scotts Bluff / Gering Sports Council is a 501(c)(3) non-profit with the aim of attracting sporting events of all types which positively impact the local economy, tourism efforts, and community image, promote inclusion of athletes of all ages and abilities, and encourage expansion of both natural and manufactured sporting infrastructure.

Members:

Karla Niedan-Streeks - Visit Gering | Brenda Leisy - Scotts Bluff Area Visitors Bureau | Amy Seiler - City of Gering | Sharaya Toof - City of Scottsbluff | Aaron Raines - Specialized Bicycles

2023 Economic Impact

- 3.5 visitors per rider - ~1,900 attendees
- 2.5 nights per visitor
- \$191 per day per visitor
- \$900,000 of local impact





7:00:01

2024 Highlights

- 1,000+ riders plus spectators
- 3 days of expo and activations
- 15k web visitors | 20M media impressions
- Friday evening hill climb @ SCB NTL MNMT
- Friday night kick off party
- Saturday pancake feed, pre-rides, and kid's race
- Sunday race day and 5k fun run
- Sunday awards @ 1 & 5

Scotts Bluff / Gering Sports Council is seeking \$15,000 from the Community Programming Fund to be used specifically to house USA Cycling Staff in Scottsbluff during the 2024 event, September 5-8.





Thank you!