



February 22, 2021

Attn: Governor Jared Polis, Danielle Oliveto
cc: Jonathan Asher, Nathan Fey

Dear Governor Polis,

On behalf of Bicycle Colorado and the 2.3 million people who ride a bike in Colorado each year, we are writing to ask you to save Colorado's bicycle tour event industry by adding outdoor recreation events as a classification in the 5-Star State Certification Program.

The Colorado Bicycle Event Coalition (CBEC), representing 55 distinct bike event opportunities, produces an estimated \$25 million in economic impact each year, with a daily economic impact of \$250,000 per bike tour. Last year their industry was devastated by COVID-19, and many tour directors will not be able to recover from a second year of lost earnings. The tours they produce—including world-renowned rides such as Ride the Rockies, Triple Bypass, and Courage Classic—engage thousands and have firmly established the Colorado bicycling experience as iconic. These rides have helped make Colorado an internationally recognized bicycling destination.

Bicycling and outdoor recreation bicycle events continue to be inherently safe:

- Bicycles are 5 feet in length, ensuring a 6 feet distance from following vehicles
- Bicyclists are spread out over a long course, between 25 to 100 miles in length
- Tours begin without a mass start, and bicyclists trickle onto the route via monitored staggered starts in small groups
- Bicycle tours proceed in one direction
- Aid stations are designed with one-way flow, time limits and no group congregation areas
- Tours end with bicyclists leaving the route in a spread-out fashion
- There have been no reported incidents of transmission from bicycle activity

The CBEC COVID Task Force has developed a 12-page COVID Mitigation Plan for members that detail all COVID protocols necessary to plan and operate a safe outdoor tour. They will use it to create and deliver great experiences that ensure the health of participants, staff and local communities.

Adding outdoor recreation events as a classification in the 5-Star State Certification Program is vital to the continued standing and success of Colorado's bicycle tour event industry. It is imperative that this change be made as soon as possible so they can continue to thrive and support Colorado communities across the state.

We urge you to recognize outdoor events like bike tours in the 5-Star program alongside the industries you have already recognized, including indoor events. Now is the time to make this change. Tour directors need at least two months planning time from the start of the organized rides this coming May to plan effectively and work with the local communities who want them back.

Sincerely,

A handwritten signature in black ink that reads "Pete Piccolo". The signature is fluid and cursive, with a long horizontal stroke at the end.

Pete Piccolo
Executive Director, Bicycle Colorado
pete@bicyclecolorado.org

A handwritten signature in black ink that reads "Piep van Heuven". The signature is bold and cursive, with a prominent "P" and "H".

Piep van Heuven
Director of Government Relations, Bicycle Colorado
piep@bicyclecolorado.org