

# AMGEN TOUR OF CALIFORNIA

## Operation Commitment

As a committed partner of the Amgen Tour of California since the 2005 inaugural race, the City of Santa Rosa understands and has the ability to provide the level of service a Stage Finish Host City must provide to ensure the ultimate success of the event. In anticipation of the Tour's return in 2009, the City has secured the continued collaboration of local governments, our private sector partners, and the community in the form of volunteerism as well as almost \$160,000 in sponsorship funds collected.

The following is a summary of the support the City of Santa Rosa will provide:

### **Santa Rosa Police Department**

Summary of Services:

- Public safety/police services in coordination with the Santa Rosa Fire Dept. and other appropriate public safety agencies and groups
- Road closure services in coordination with Santa Rosa's Public Works Dept., CHP, CalTrans, and Tour organizers

### **Santa Rosa Fire Department**

Summary of Services:

- Public safety/fire services in coordination with the Santa Rosa Police Dept. and other appropriate public safety agencies and groups
- Permit services in coordination with the City Manager's Office, the Local Organizing Committee, and other applicable agencies

### **Ambulance Services: American Medical Response**

Summary of Services:

- Ambulance and EMT services for the safety of the general public
- Ambulance and EMT services as needed for Women's Criterium and/or any other officially scheduled activities

### **Public Works (Road Services)**

Summary of Services:

- Road services and course safety in coordination with police services and Tour organizers
- Detour management and equipment

**Permits**

**Resident/Business Notifications**

**Port-o-Lets**

**Waste Management**

**Lifestyle Festival**

**Ancillary Events**

**Awards**

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## Financial Commitment

Santa Rosa set two goals for itself regarding the Amgen Tour of California:

1. Bring the Amgen Tour of California BACK TO SANTA ROSA in 2009 and beyond
2. Raise at least \$150,000 in initial sponsorship funds to cover the cost of the 2009 event before the Request for Proposals due date

Through the wonderful generosity of our area businesses and cycling community we met our fundraising goal!

### SANTA ROSA'S FUNDRAISING CAMPAIGN OVERVIEW

**GOAL:** **\$150,000**  
**TOTAL:** **\$157,860** - amount raised to date - funds still coming in

**INDIVIDUAL DONATIONS** **\$72,360**  
\$17,560 Individuals and Businesses  
\$25,000 Anonymous Donor  
\$25,000 Anonymous Donor  
\$4,800 Levi Leipheimer Post Tour Event

**MATCHING GRANT** **\$10,000**  
\$10,000 North Bay Vitreoretinal Consultants

**CORPORATE SPONSORS** **\$75,500**  
\$25,000 North Bay Corporation  
\$7,500 Redwood Regional Breast Center  
\$5,000 Norcal Cycling  
\$5,000 Sutter Health  
\$3,000 Parkpoint Health Club  
\$2,500 Perry, Johnson, Anderson, Miller & Moskowitz Llp  
\$5,000 veriHealth, Inc.  
\$7500 AT &T  
\$10,000 Lowepro  
\$5,000 Sonoma County Tourism Bureau

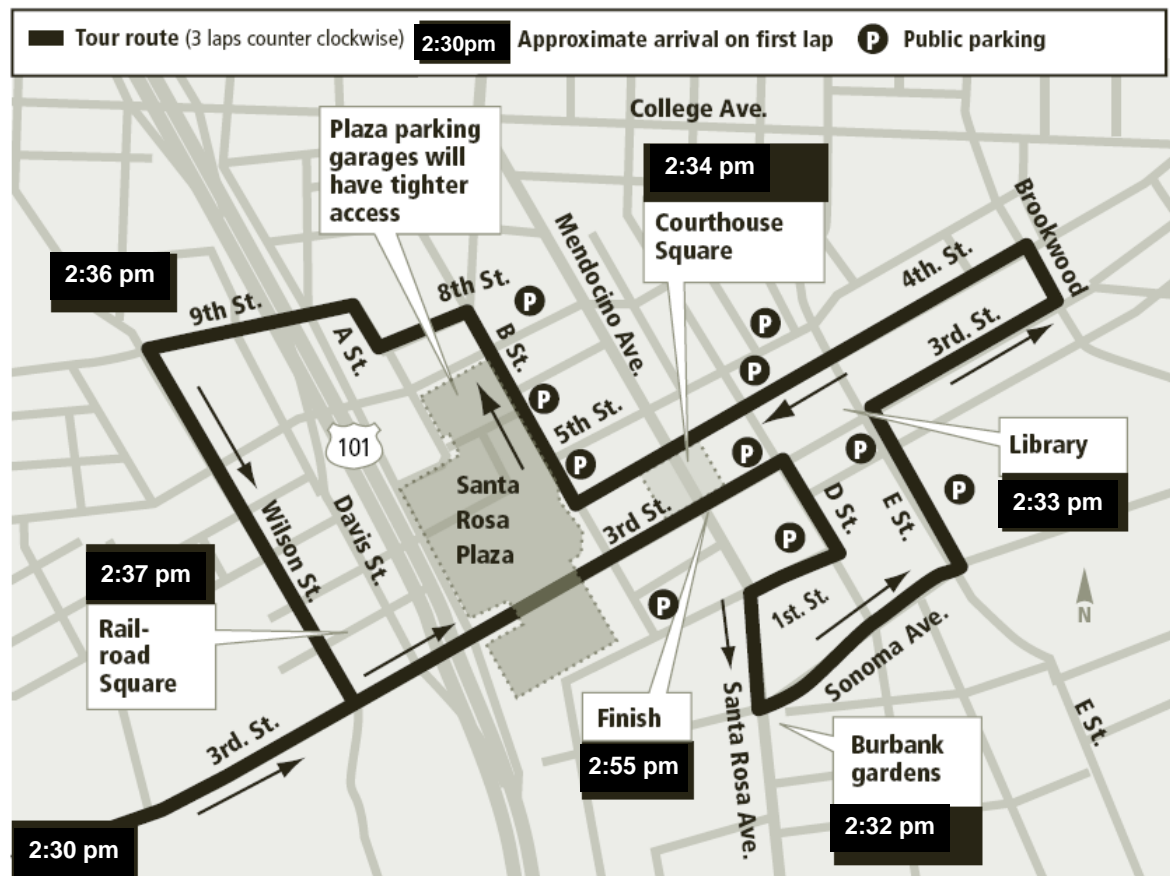
# AMGEN TOUR OF CALIFORNIA Proposed Circuit

## ENTRY ROUTE: Entering Santa Rosa from the EAST

- Enter Santa Rosa via Bennett Valley Road to Brookwood Avenue
- Enter Downtown Circuit at Brookwood Avenue

## CIRCUIT

- Proposed circuit runs East-West between Wilson Street and Brookwood Avenue, and North-South between Sonoma Avenue and Ninth Street (same as 2006 circuit)
- Proposed Finish Line is on Third Street at Courthouse Square (same as 2006, 07, 08)



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## Comments from the Community

“The visit by the Amgen Tour of California to Santa Rosa is a boon for our community. It is a rare privilege for any community to host an event that embodies such a panoply of excellence. For Santa Rosa, which boasts healthy living and access to outdoor activities as defining characteristics, the presence of a major athletic event is perfectly appropriate. Excellence in sports is more than health, it's the achievement of peak wellness. For our city to be the backdrop for world class athletics places us on a short list of communities that not only appreciate excellence in athletics, but who are also willing to work hard for the opportunity to weave it into our local culture. Santa Rosa is a stronger, more vital city as a result of its ongoing participation in the Amgen Tour of California.”

Gavin S. Chilcott , PhD, General Manager, BMC Racing Team

“Hosting the Amgen Tour of California is a worthwhile opportunity for any city. Santa Rosans are proud of their city's role within the race, and proud of the picturesque and challenging routes that Sonoma County has to offer as the race travels here. Santa Rosa distinguished itself not only with a large and enthusiastic crowd of race spectators, many of whom chose our stage as a destination, but also as the host of the Women's Tour of California event. As a local resident, I am proud that my community has directed its efforts toward an event as unusual, worthwhile and significant as the Amgen Tour of California. As a cycling professional, I am also proud that Santa Rosa was the one host city that showcased women's athletics alongside the men's event. I look forward to a long collaboration between Santa Rosa and the Tour of California.”

Laura Charameda, Race Director, Amgen Tour of California Women's Criterium

“The benefit that the Tour of California brings to Sonoma County is multifaceted. It increases the appeal of cycling for those who have never considered it; generates a positive image for cyclists in our community; and helps strengthen the awareness that cycling is a fun, economical, and healthy form of environmentally-friendly transportation that people of all ages can enjoy. A permanent presence of the Tour of California in Santa Rosa stands to transform the city into one of the most bicycle-friendly locations in the country.”

Carlos Perez, Publisher, Bike Monkey Magazine

“Never has Santa Rosa seen such a spectacle with regards to the size and enthusiasm of the crowds. The event gives us all a sense of what the Tour de France is like without having to travel abroad. We're getting people who are coming in to our shops to buy their first ever road bikes as a result of the Amgen Tour of California coming to town and the excitement that the race imparted.”

Jim Keene, Owner, NorCal Bike Sports and The Bike Peddler