

Downtown Bike Race

Hurricane Cycles would like to hold a Criterium race in downtown Crossville. The map for the race course and road closures is attached below. A Criterium is a road bicycle race held on a closed circuit loop typically in downtown setting. In a typical race, riders will complete as many laps as possible inside the time limit with the main rule being that if they are lapped by the leader, they will be pulled from the race by the race official. This event will be a Division 1 USA Cycling Sanctioned event which means Pro teams will be traveling from across the entire state to fight for overall points towards a national ranking. Anticipated turnout for these events is between 200 and 300 visitors and would last all day at least from 7:00 AM to 7:00 PM.

The event would be held Saturday April 4th following the Friday Crossroads event. Our team believes that holding the race in conjunction with Friday at the Crossroads the night before will draw more spectators and visitors from abroad as well as drive overnight tourism.

In the map supplied, we have noted space for the race course itself, as well as a start/finish staging area for officials and racers in other classes not currently racing. We also have a space set aside for food trucks to provide food for spectators and racers.

Here is a sample schedule of events.

Friday April 3rd: Registration at booth in front of Hurricane Cycles from 4-8

Saturday April 4th:

7:00-9:00 Registration

9:30-6:00 Racing

6:30 Awards

7:00 Open Streets and go home

We believe this event could provide a substantial boost to tourism dollars in Crossville because of the demographics of the racers that would attend. The average income of cyclists in this sport is well over \$100,000 and the statistics show that when they travel with their bike they prefer to stay in one location for 3 days and spend LOTS on food and accommodations.