



RICHMOND, VA

UCI ROAD WORLD CHAMPIONSHIPS
RICHMOND 2015 | USA

Race Information Meeting Hanover

 @richmond2015 |  /richmond2015

Economic impact



**\$158MM
PROJECTED
ECONOMIC
IMPACT**



**450,000
SPECTATORS**



**400 HOURS
LIVE, GLOBAL
COVERAGE**



**500 GLOBAL
MEDIA OUTLETS**



**300 MILLION
VIEWERS**

CHMURA ECONOMICS & ANALYTICS



RICHMOND, VA

Crowds Estimates

Spectators will come from all over: around the world, around the Commonwealth and from around the block!

As with any multi-day event, the crowds will ebb and flow during the week and build to the final weekend.



RICHMOND, VA

SEPTEMBER 2015 SCHEDULE



■ TEAM TIME TRIAL
 ■ TIME TRIAL CIRCUIT
 ■ MEN'S ELITE TIME TRIAL
 ■ ROAD CIRCUIT

19 SAT	■ Team Time Trial Training 9:00 a.m. – 12:00 p.m.	■ Time Trial Training 1:00 p.m. – 2:30 p.m.	
20 SUN	■ Women's Team Time Trial 11:30 a.m. – 12:55 p.m.	■ Men's Team Time Trial 1:30 p.m. – 3:35 p.m.	
21 MON	■ Women's Junior Time Trial 10:00 a.m. – 11:10 a.m.	■ Men's Under 23 Time Trial 11:30 a.m. – 3:50 p.m.	
22 TUE	■ Men's Junior Time Trial 9:30 a.m. – 1:05 p.m.	■ Women's Elite Time Trial 1:30 p.m. – 4:45 p.m.	
23 WED	■ Men's Elite Individual Time Trial 1:00 p.m. – 3:35 p.m.		
24 THU	■ Road Circuit Training 10:00 a.m. – 12:00 p.m.		
25 FRI	■ Women's Junior Road Circuit 10:00 a.m. – 11:50 a.m.	■ Men's Under 23 Road Circuit 12:45 p.m. – 4:50 p.m.	■ Conquer the Cobbles Ride 7:00 p.m. – 9:00 p.m.
26 SAT	■ Men's Junior Road Circuit 9:00 a.m. – 12:15 p.m.	■ Women's Elite Road Circuit 1:00 p.m. – 4:25 p.m.	
27 SUN	■ Men's Elite Road Circuit 9:00 a.m. – 3:40 p.m.		

Finish times indicated are approximate

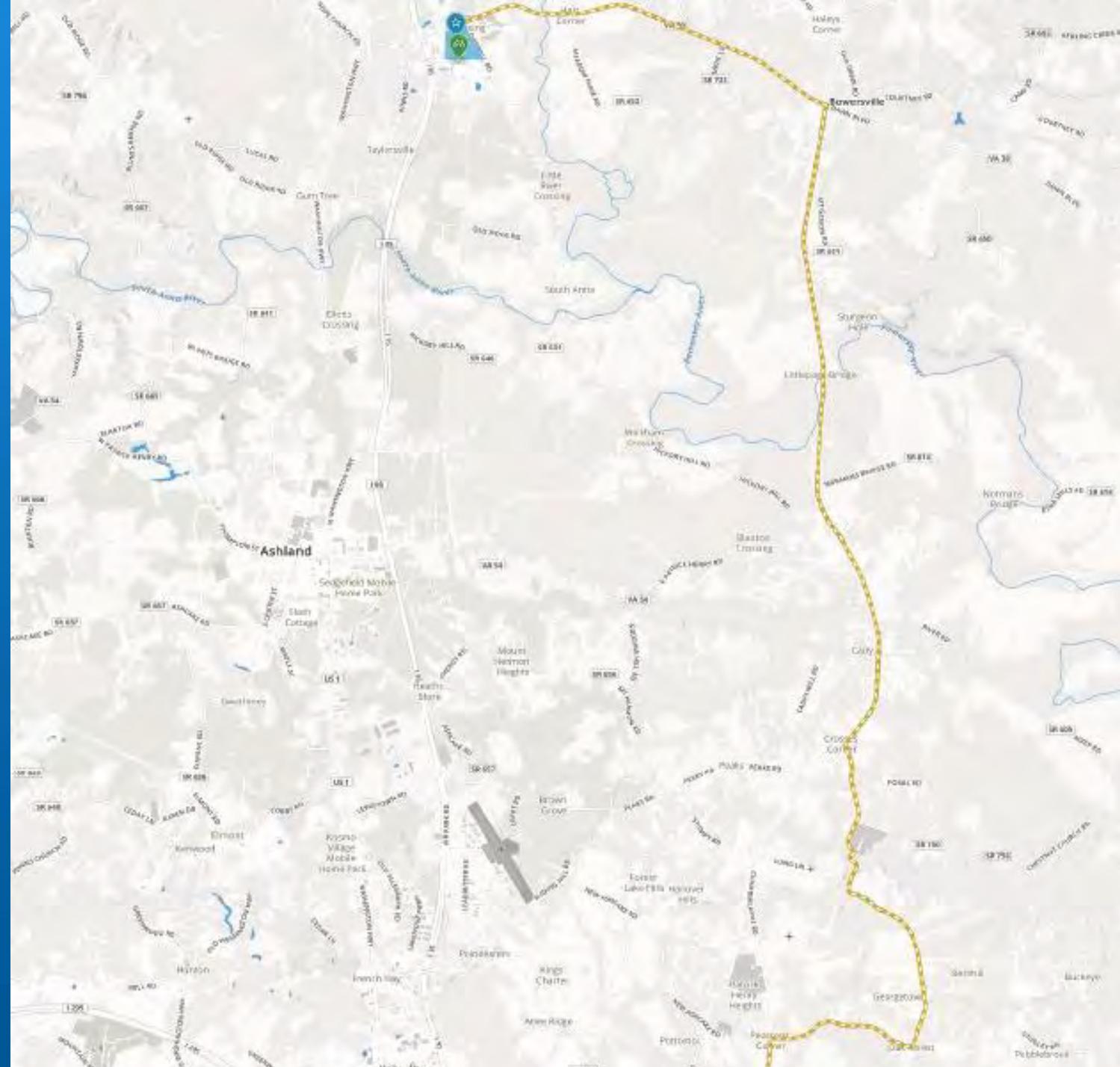
Men's elite Individual Time Trial

Wednesday, 9/23

RACE COURSE



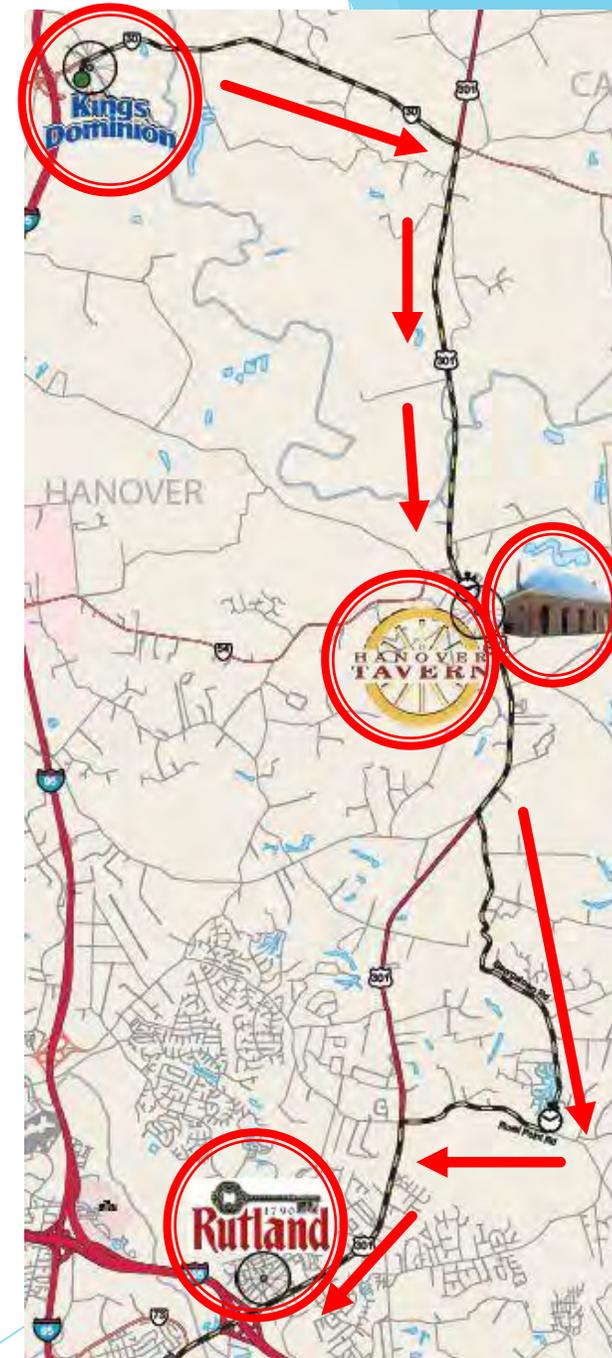
RICHMOND, VA



Hanover County Race Day

Wednesday, September 23, 2015

- ▶ The route will be closed during the Hanover event, beginning at 12:00 p.m. through 3:30 p.m.
 - ▶ Race begins at King's Dominion
 - ▶ Racers head south along Route 301
 - ▶ Past the Hanover County Courthouse
 - ▶ Past Hanover Tavern
 - ▶ Travel along Georgetown Road
 - ▶ Turn on Rural Point Road and head back to Route 301
 - ▶ Pass Rutland Commons and enter into Henrico County



Race Day in Hanover County

Wednesday, September 23, 2015

Fan Zones

- ▶ The Fan Zones will be the prime viewing areas for the Men's Elite Time Trials.
- ▶ Get in on the action at any one of the 3 zones:



- ▶ The Hanover Tavern Foundation will be hosting “Bikes, Brews & BBQ” on the Tavern grounds.
- ▶ This free, family-friendly event offers prime viewing spots of the racers and affordable food and beverages.



Race Day in Hanover County

Wednesday, September 23, 2015

Fan Zones

- ▶ The Fan Zones will be the prime viewing areas for the Men's Elite Time Trials.
- ▶ Get in on the action at any one of the 3 zones:



- ▶ Hanover Bike Fest from 11 a.m. to 3 p.m.
- ▶ Food sales, vendors, a beer garden and band will be spread around the main parking lot.
- ▶ The event can be accessed via Cool Spring Road and Combs Road while Route 301 is closed.

NAVIGATE WEBSITE

- Interactive maps
- Transportation
- Parking
- Where to Watch

The screenshot displays a web browser window with the URL `navigate.s139218.gridserver.com`. The page header includes the UCI logo and the event title: "UCI ROAD WORLD CHAMPIONSHIPS RICHMOND 2015 | USA". A navigation menu contains links for HOME, WHERE TO WATCH, NAVIGATE, ENTERTAINMENT, PARKING, TRANSPORTATION, and FAQs. The main heading is "2015 WORLDS GUIDE". Below this, a prominent blue banner reads "OPENING CEREMONY" with the text "Brown's Island - FREE and open to the public Friday, 9/18 | 6:30 - 8:30 p.m.". The page features a grid of nine interactive tiles, each with a photograph and a label: "WHERE TO WATCH" (cyclist on a podium), "NAVIGATE" (cyclists on a road), "ENTERTAINMENT" (cyclist on a podium), "PARKING" (person with a red baton), "TRANSPORTATION" (blue van with "THE WORLD RIDES IN RICHMOND" text), "ENTERTAINMENT" (cyclist on a podium), "PARKING" (person with a red baton), "ENTERTAINMENT" (cyclist on a podium), and "PARKING" (person with a red baton). A mobile phone status bar at the top right shows "Verizon", "1:11 PM", and "67%" battery. The UCI logo and "RICHMOND, VA" are visible in the bottom left corner of the page.



NAVIGATE
WORLDS

Where to PARTY



NAVIGATE
WORLDS

Friday, September 18, 2015

6:00 pm

Brown's Island

Where to
PARTY

OPENING
CEREMONY

FREE and OPEN TO THE PUBLIC

featuring the

Richmond Symphony Orchestra

and

Rayvon Owen

Richmond's Own American Idol Finalist



NAVIGATE
WORLDS

Where to
PARTY

FANFEST



- FREE and Open to the Public
- September 20th – 27th
- 10:00 am – 6:00 pm
- Expo Space is still available



RICHMOND, VA

NAVIGATE
WORLDS

Where to
PARTY

VIP
Hospitality



NAVIGATE
WORLDS

Where to PARTY FAN ZONES



Regional Cooperation

- Multi-jurisdictional, multi-agency
- Transportation planning
- Public Safety
- Community Outreach





RICHMOND, VA

UCI ROAD WORLD CHAMPIONSHIPS

RICHMOND 2015 | USA

Q&A



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RICHMOND, VA

UCI ROAD WORLD CHAMPIONSHIPS
RICHMOND 2015 | USA

Public Notifications

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Race Day in Hanover County Notifications

Public Notifications

- ▶ Half page articles in Winter 2014 and Spring 2015 Hanover Reviews
- ▶ Full page feature article in Fall 2015 Hanover Review including cover picture and Fan Zone information in County Administrator's Column
- ▶ Social Media (Hanover General Government, Econ Dev, P&R)
- ▶ Over 1300 direct mailings (letter from Mr. Hazzard and 2-page flyer) to 'landlocked' properties - mailed 7/20/2015
- ▶ 675 door hangers (2-page flyer) - mainly to 'landlocked' subdivisions - completed 7/24/2015, Lisa Adkins and her team
- ▶ Business visits by Chris Ingram & Economic Development team, 72 along Rt. 301 completed, will be visiting Old Mechanicsville as well



UCI ROAD WORLD CHAMPIONSHIPS
RICHMOND 2015 | USA
Hosted by VIRGINIA IS FOR LOVERS



UCI ROAD WORLD CHAMPIONSHIPS

RICHMOND 2015 | USA

www.richmond2015.com or navigate.richmond2015.com

September 19 - 27, 2015

Men's Elite Individual Time Trial
through Hanover - September 23

About the World Championships

The Road World Championships (Worlds) is cycling's pinnacle event, held annually in an international city as chosen by the Union Cycliste Internationale (UCI). The Worlds is a nine-day event, featuring 12 Championship races for Elite Men and Women, Under 23 Men and Junior Men and Women.



It is a rare opportunity for the athletes to compete for their country, just as they do during the Olympic Games. Athletes compete in three different disciplines including the traditional Road Race, the Individual Time Trial and the recently introduced Team Time Trial. World Champions are crowned in each discipline.

The Worlds is truly one of the great global sporting events. It is covered by more than 500 media outlets from around the world and is broadcast live to a global audience of more than 300 million people.

Hanover's contribution to the Cycling World Championships

On September 23, 2015 the UCI Road World Cycling Championships comes to Hanover County with the Men's Elite Individual Time Trial. The Elite Men race individually against the clock. Each racer will begin their "race of truth" at 1.5 minute intervals beginning at Kings Dominion, Virginia's premier amusement park in Hanover County. Racers will then speed past Meadow Event Park, home to the State Fair of Virginia and birthplace of thoroughbred racing legend Secretariat.

What are the impacts to Hanover: The race through Hanover presents a spectacular opportunity to see the top cyclists in the world competing for the individual world championship. There will however be some challenges for those living and working along the route.

- ☑ The route will be closed during the Hanover event, beginning at 12:00 p.m. through 3:30 p.m.
- ☑ Hanover Schools will be closed
- ☑ Only public safety vehicles and personnel will have access to the race route

Road Closures include:

- Route 301 - from Caroline County to Georgetown Road
- Georgetown Road - in its entirety
- Rural Point Road - between Georgetown Road and Route 301
- Route 301 - south from Rural Point/New Ashcake Road into Henrico County



UCI ROAD WORLD CHAMPIONSHIPS

RICHMOND 2015 | USA

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Flyer by Niko Reikalas of P&R

MEN'S ELITE

Individual Time Trial

Time Trial Route:

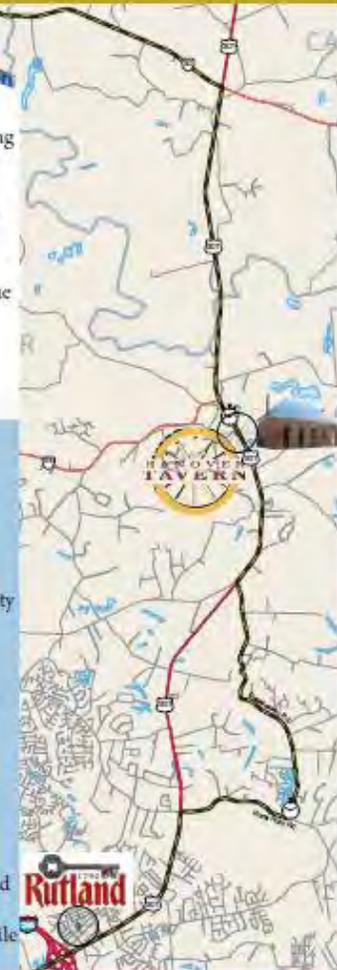
Accelerating out of King's Dominion, racers will head south along Route 301 on long, open straights. Speeding past Historic Hanover County Courthouse, the third oldest courthouse still in use in the U.S. and dating back to about 1740, then past Hanover Tavern. The racers continue south and then take the long and winding hills of Georgetown Road for a technical section of the course. They turn on Rural Point Road, head back to Route 301 and then continue south into Henrico County, passing Rutland Commons.



The Fan Zones will be the prime viewing areas for the Men's Elite Time Trials.

Get in on the action at any one of the 3 zones:

- ☑ Kings Dominion - the elite men cyclists begin at Kings Dominion. This is where the cyclists and support staff will be staging, so there will be a lot of activity to include the opportunity to get pictures, autographs and take part in a kick off party.
- ☑ Hanover Tavern - The Hanover Tavern Foundation is excited to host "Bikes, Brews & BBQ". The Tavern grounds will be open to everyone for this free, family-friendly event offering prime viewing spots of the racers and affordable food and beverages. Don't miss this once-in-a-lifetime opportunity to witness racing history while enjoying Hanover history!
- ☑ Rutland Commons - Many of the businesses are organizing this event. Food sales, vendors, a beer garden and band will be spread around the main parking lot. The event can be accessed via Cool Spring Road and Combs Road while Route 301 is closed.



Ashland Street Party

Saturday, September 19 6:30 - 11:00 p.m.

☑ The World is coming to The Center of the Universe! ☑

Featuring music by Ron Moody and the Centaurs

211 South Railroad Ave, Ashland - purchase tickets at: ashlandstreetparties.com

For information on Richmond 2015, visit: www.richmond2015.com or navigate.richmond2015.com

Race Day in Hanover County Notifications

Public Notifications (continued)

- ▶ 1-page utility bill insert
- ▶ ‘Road to be Closed’ signs posted along route - posted 8/24/2015
- ▶ Community meetings 8/03/2015 and 8/10/2015
- ▶ Recorded informational message 365-1700 and AM 1700
- ▶ Hanover website homepage
- ▶ Media, local news segments on Hanover event and local paper
- ▶ Code Red (Reverse 911) first week in September and week before the race
- ▶ This presentation
- ▶ Richmond 2015 press & marketing



UCI ROAD WORLD CHAMPIONSHIPS
RICHMOND 2015 | USA
Hosted by VIRGINIA IS FOR LOVERS

Website and Utility Bill Insert

HANOVER COUNTY, VIRGINIA

Sign up for Hanover-Access News (HAN)

I WANT TO LIVING HERE DOING BUSINESS YOUR GOVERNMENT EXPLORE

Cycling Championships Come to Hanover

Hanover Alerts

What's Happening

Pay & Lookup Bills

News (more)

- Farrington Voting Precinct Change Proposed
- World Championships of Cycling in Hanover on September 23

Upcoming Events (more)

Most Popular

Recreation

stay connected



UCI ROAD WORLD CHAMPIONSHIPS
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UCI ROAD WORLD CHAMPIONSHIPS
RICHMOND 2015 | USA

Hanover County VA

About the World Championships **September 19-27, 2015**

The Road World Championships (Worlds) is cycling's pinnacle event, held annually in an international city as chosen by the Union Cycliste Internationale (UCI). The Worlds is a nine-day event, featuring 12 Championship races for Elite Men and Women, Under 23 Men and Junior Men and Women. It is covered by more than 500 media outlets from around the world and is broadcast live to a global audience.

It is a rare opportunity for the athletes to compete for their country, just as they do during the Olympic Games. Athletes compete in three different disciplines including the traditional Road Race, the Individual Time Trial and the recently introduced Team Time Trial. World Champions are crowned in each discipline.

Men's Elite Individual Time Trial - The Race Through Hanover

On **September 23, 2015** the UCI Road World Cycling Championship comes to Hanover County with the Men's Elite Individual Time Trial. The Elite Men race individually against the clock. Each racer will begin their "race of truth" at 1.5 minute intervals beginning at 1:30 pm from Kings Dominion heading east on Route 30. Racers will then head south along Route 301 past the Historic Hanover County Courthouse and Hanover Tavern. They continue south and then take the winding hills of Georgetown Road for a technical session. They turn on Rural Point Road, head back to Route 301 and continue south into Henrico County, passing the Rutland community. **These roads will be closed from 12:00 noon to 3:30 p.m. race day.**

Local Fan Zones & Events

Kings Dominion – The elite men cyclists begin at Kings Dominion. This is where the cyclists and support staff will be staging, so there will be a lot of activity to include: pictures, autographs and kickoff party.

Hanover Tavern – The Hanover Tavern Foundation is excited to host "Bikes, Brews & BBQ". The Tavern grounds will be open to everyone for this free, family-friendly event offering prime viewing spots of the racers and affordable food and beverages. Don't miss this once-in-a-lifetime opportunity to witness racing history while enjoying Hanover history!

Rutland Commons – Many of the businesses are organizing this event. Food sales, vendors, a beer garden and band will be spread around the main parking lot. The event can be accessed via Cool Spring Road and Combs Road while Route 301 is closed.

The World Comes to Ashland Opening Night Street Party - The World is coming to the Center of the Universe featuring Ron Moody and Centaurs - **September 19th** at 6:30-11:00 PM, 211 South Railroad Avenue.

For more information visit Richmond2015.com.
Navigation information visit Navigate.Richmond2015.com.

Race Day in Hanover County Notifications

Public Notifications (continued)

- ▶ Notifications around County offices about road closures affecting the Government Complex - to be posted 9/08/2015



UCI ROAD WORLD CHAMPIONSHIPS
RICHMOND 2015 | USA

September 19 - 27, 2015

Hanover County Men's Individual Time Trial - September 23

UCI Road World Cycling Championships

Mark Your Calendar

On **September 23, 2015** the UCI World Road Cycling Championship comes to Hanover County with the Elite Men's Individual Time Trials. The Elite Men race individually against the clock.

What are the impacts to Hanover: The race travels through Hanover primarily along **Route 301**.

The route will be **closed** during the Hanover event, **beginning at 12:00 p.m. through 3:30 p.m.**

Only public safety vehicles and personnel will have access to the race route.

Therefore there will be no vehicular access to or departure from the Hanover Courthouse Government Complex between 12:00 p.m. and 3:30 p.m. on September 23rd.

Road Closures include:

- Route 301 - from Caroline County to Georgetown Road
- Georgetown Road - in its entirety
- Rural Point Road - between Georgetown Road and Route 301
- Route 301 - south from Rural Point/New Ashcake Road into Henrico County



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Q&A

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