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City of Palo Alto

Tommy et al,

PlanetZ/Echelon looks forward to its partnership with the City of Palo Alto for our annual September event and benefit.

**Background:**
PlanetZ/Echelon is a not for profit organization that puts on outdoor athletic challenges and festivals largely for the benefit of local cancer foundations/charity. We have produced events since 2004 including two large events: Echelon Gran Fondo’s in Napa and Portland.

**Event Description:**
**Echelon Gran Fondo** is a series of European-style mass participation cycling rides (Cyclosportif rides) held on epic courses in destination locations. We encourage all cyclists including casual riders, weekend warriors, amateur racers and a few professional cyclists. All courses include a theatrical party atmosphere, great food & entertainment. To minimize traffic inconvenience as well as for effect, rides leave town under police escort and at a safe speed. The only portion that is timed (race) are hill climbs, usually far from traffic congestion.

**Echelon Challenges** are fun charity circuit rides and run the same day/location as our gran fondo festival area. They are casual, fun, family/community oriented and safe. Emphasis is charity.

- Casual rider types (road, mountain, cruiser bikes, retro)
- 1 mile closed circuit (not a race)
- Laps are counted electronically toward fundraising goals "lap-a-thon" (emphasis on local charity)
- Course is open for 6-12 hours (riders come and go as they wish)
- Live music - 3-4 live bands + food festival
- Televised - Think "Theater on Wheels"

**Community Impact:**
Echelon’s objective is to partner with communities in name and in kind. Each OF our events are named after the host city (“Palo Alto Challenge & Gran Fondo”) and nearly 100% of our event related services sourced locally. We also incorporate as many local themes possible such as the newly created Taste of Palo Alto, our food vendor and a benefit for the Palo Alto Recreational Foundation, which will provide over the top post ride food and showcase the local restaurants that make Palo Alto a destination city. We have also built our course to compliment the Farmer’s Market to ensure regular Palo Alto events receive a benefit from our presence.
Financial Impact:
80% of our Gran Fondo participants come from outside of our host towns and most from over 50 miles away. We typically see riders from 25 states. 90% of the Echelon Challenge participants come from the local area. About 75% of the charitable proceeds (depending on which charities enter) remain with local charities.

Long term goals:
- Long term partnership with the City of Palo Alto and its businesses/residents
- An annual festival featuring the city, alternative transportation, and health
- An event that becomes a “signature event” or city wide vs. one just endorsed by specific/interest groups.
- Increased revenue via hotels and store traffic
- Long term plan to turn entire event over to local management

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