

City of Big Bear Lake

Civic and Performing Arts Center
39707 Big Bear Boulevard, Big Bear Lake CA 92315



For information contact:
Sarah Siep, Senior Administrative Analyst
(909) 752-2815
ssiep@citybigbearlake.com

Welcome Statement

Mayor Bill Jahn

Amgen Tour of California Stage 6 Time Trial, May 19, 2017

We are proud to welcome the 2017 Amgen Tour of California Stage 6 Time Trial participants and spectators. It's an honor for our community to serve, for the fourth time, as a host City to such a world-class event. Given nearly two hours of live television coverage on 24 media outlets worldwide, including NBC Sports, which together will broadcast Big Bear Lake to over 11.3 million households in more than 200 countries and territories worldwide. As the "Cycling Capital of Southern California", it will be a privilege to share the incredible assets of our community to all those on the world stage.

The Amgen Tour of California Big Bear Local Organizing Committee and hundreds of volunteers have been working diligently over the last many months to prepare for the arrival of the exceptional race teams and thousands of race fans. We are proud to showcase the beauty of our mountain home, the uniqueness of our businesses and restaurants to all who will come to Big Bear Lake in the coming days. Historically, this event has brought a large number of cycling race fans to the community for the days leading up to and the weekend surrounding race day, further supporting local businesses as well as the high altitude outdoor athletic recreation that Big Bear is noted for.

Previous events presented by the Amgen Tour of California Big Bear Local Organizing Committee made very strong impressions on the local Big Bear Lake economy. Big Bear Events Resource Office reported the 2010 and 2012 races combined had an immediate \$1.2 million dollar impact toward the local economy and also noted that through its surveys 36 percent of the spectators in 2010 were first-time visitors to Big Bear Valley and 28 percent in 2012. The Big Bear Lake Visitors Bureau also noted an immediate 15% increase in international visitors to Big Bear Lake and that number has increased every year.

We are truly grateful to welcome so many to Big Bear Lake for this event and we look forward to the positive impact it will have for the members of our community.

And now, let's race!

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