

From: [Michael Perrone](#)
To: [Dana DiDomenico](#)
Subject: FW: 2020 Benchmark Twilight Bike Race
Date: Thursday, January 23, 2020 4:41:25 PM

From: Mark Yoder <mark@gwcc.org>
Sent: Wednesday, January 8, 2020 4:07 PM
To: Michael Perrone <MPerrone@west-chester.com>
Cc: Michael Galey <mgaley@west-chester.com>; Keith Kurowski <KKurowski@west-chester.com>
Subject: 2020 Benchmark Twilight Bike Race

Mike – Happy New Year! I hope you had a joyous and relaxing holiday!

We have been presented with a fantastic opportunity around the bike race, so I wanted to run it past you for your approval. The bike race producer has offered West Chester, the Championships of the Crit Series. Last year, we were the unofficial finals but this year (and 2021) they would like to make our race the official championships.

What does this mean for West Chester? We would get more exposure for West Chester, which might translate to more people visiting us from outside the state, possibly more bike teams will participate and an overall increase in cache as the Official Championships of the USA Crit Series.

What is the catch? We would need to change the bike race date to the 2nd Saturday in September, which by my calculations would be 8 days before the Restaurant Festival. I realize 2 big events in September could be a challenge but I hope you, Keith and the Council agree that this is something special for us and West Chester.

USA Crits is looking to finalize their calendar ASAP, so obviously this request has some time sensitivity to it. But I also realize we also have our processes, so anything you can do to help move this forward would be much appreciated. If you believe this needs to go before Council, I would make myself available to present this opportunity based on your feedback.

Thanks in advance and please let me know if you have any questions.

Mark

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