



HOUSE JOINT RESOLUTION 17-1018

BY REPRESENTATIVE(S) Willett, Arndt, Becker J., Becker K., Beckman, Benavidez, Bridges, Buckner, Carver, Coleman, Covarrubias, Danielson, Esgar, Everett, Exum, Foote, Garnett, Gray, Hamner, Jackson, Kennedy, Kraft-Tharp, Landgraf, Lawrence, Lebsock, Leonard, Liston, Lontine, Lundeen, McKean, McLachlan, Melton, Michaelson Jenet, Mitsch Bush, Navarro, Neville P., Nordberg, Pettersen, Rankin, Ransom, Saine, Salazar, Sias, Singer, Thurlow, Valdez, Van Winkle, Weissman, Williams D., Wilson, Winter, Wist, Young, Duran;
also SENATOR(S) Scott, Aguilar, Baumgardner, Cooke, Coram, Court, Crowder, Donovan, Fenberg, Fields, Garcia, Gardner, Guzman, Hill, Holbert, Jahn, Jones, Kagan, Kefalas, Kerr, Lambert, Lundberg, Marble, Martinez Humenik, Merrifield, Moreno, Neville T., Priola, Smallwood, Sonnenberg, Tate, Todd, Williams A., Zenzinger, Grantham.

CONCERNING THE DESIGNATION OF A PORTION OF STATE HIGHWAY 340 AS THE "TOUR OF THE MOON BYWAY".

WHEREAS, The series of roads that circle the Colorado National Monument in the Grand Valley of Mesa County, Colorado, is known as the Monument Loop; and

WHEREAS, The Monument Loop was featured in Bicycling Magazine's "50 Rides of a Lifetime" list of top cycling locations throughout the world and given the highest rating of five stars by the magazine; and

WHEREAS, This loop, recognized for its beautiful, lunar-like landscape, became the "Tour of the Moon" stage of the Coors International Bicycle Classic that ran from 1980 to 1988, a race that originated as the Red Zinger Bicycle Classic from 1975 to 1979 and was sponsored by Celestial Seasonings; and

WHEREAS, The Coors International Bicycle Classic was considered America's answer to the Tour de France, as it was our only national tour and the fourth largest in the world; and

WHEREAS, The race made history as the first event to traverse a unit of the National Park Service, the Colorado National Monument; and

WHEREAS, The Coors International Bicycle Classic was the first race in which Soviet and East German Olympic teams raced in the United States and was the single largest women's stage race ever held; and

WHEREAS, In 1984, the "Tour of the Moon" stage was depicted in the movie "American Flyers", starring Kevin Costner; and

WHEREAS, Today, the "Tour of the Moon" stage has evolved into the Tour of the Moon Grand Cycling Classic, an annual recreational road ride developed in coordination with the Colorado National Monument and the Grand Junction Visitor and Convention Bureau beginning in 2012; and

WHEREAS, The ride currently averages more than 2,000 riders per year and brings in over \$750,000 to the Grand Valley area during the weekend it is held, providing funding to its beneficiaries Bicycle Colorado, Colorado Riverfront Commission, and various community groups involved in the event; and

WHEREAS, There were 9,793 officially tracked cyclists that passed through the park's entrance station in 2016, and it is estimated that 10,000 to 15,000 cyclists ride the route each year; and

WHEREAS, There are also enthusiastic motorcyclists and motorists that use the route in large numbers; and

WHEREAS, It is fitting that we pay respect to the history of bicycle racing in Colorado and the use of the route by cyclists, motorcyclists, and motorists, and give recognition to the provenance of the route known to so many as the "Tour of the Moon" through an official designation; and

WHEREAS, Such a designation is more recognizable, marketable, and beneficial than the current Monument Loop description of the roadways; and

WHEREAS, The Board of County Commissioners of Mesa County and the City Council of Grand Junction have offered their full support of the designation; now, therefore,

Be It Resolved by the House of Representatives of the Seventy-first General Assembly of the State of Colorado, the Senate concurring herein:

(1) That the portion of State Highway 340 from the Rim Rock Drive intersection to the interchange at South Broadway, to the intersection of E 1/2 road, to the intersection of 20 1/2 road, to the intersection of South Broadway to the intersection of South Camp Road, to the intersection of Monument road shall be renamed the "Tour of the Moon Byway". The roadways described herein are separate from and specifically exclude that portion of the loop route called "Rim Rock Drive" which is the road passing through federal property.

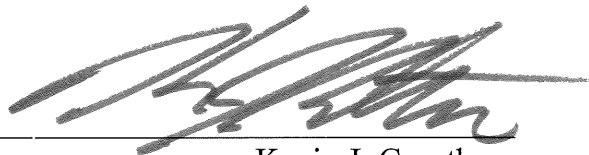
(2) That the Colorado Department of Transportation may accept and expend gifts, grants, and donations for the purpose of the initial placement of the markings and signage establishing the "Tour of the Moon Byway" on the portions of the route that are state highway.

(3) That the Colorado Department of Transportation may explore a cooperative agreement with the Board of County Commissioners of Mesa County and the city of Grand Junction for the maintenance of the markings and signage for the "Tour of the Moon Byway".

Be It Further Resolved, That copies of this Joint Resolution be sent to Governor John Hickenlooper; Mesa County Commissioners John Justman, Scott McInnis, and Rose Pugliese; Grand Junction Mayor Phyllis Norris; Grand Junction Mayor Pro Tem Marty Chazen; Grand Junction City Council Members Barbara Traylor Smith, Bennett Boeschstein, Duncan McArthur, Chris Kennedy, and Rick Taggart; Grand Junction Area Chamber of Commerce President & CEO Diane Schwenke; Grand Junction Visitor & Convention Bureau Executive Director Debbie Kovalik and Division Manager Barbara J. Bowman; Grand Junction Economic Partnership Executive Director Kristi Pollard; Colorado National Monument Superintendent Ken Mabery and Chief Ranger Mark Davison; and Directors of the Tour of the Moon Grand Cycling Classic, Event Marketing Group President and Owner Mike Heaston, Rocky Mountain Events President and Owner Scott Harris, and Owner Scott Olmsted.



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