

**First Regular Session
Seventy-first General Assembly
STATE OF COLORADO**

REVISED

LLS NO. R17-0627.01 Cara Meeker x2044

HJR17-1018

HOUSE SPONSORSHIP

Willett,

SENATE SPONSORSHIP

Scott,

House Committees
Transportation & Energy

Senate Committees

HOUSE JOINT RESOLUTION 17-1018

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

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

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

8 WHEREAS, This loop, recognized for its beautiful, lunar-like
9 landscape, became the "Tour of the Moon" stage of the Coors
10 International Bicycle Classic that ran from 1980 to 1988, a race that

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment.
Capital letters indicate new material to be added to existing statute.
Dashes through the words indicate deletions from existing statute.

SENATE
Final Reading
May 2, 2017

HOUSE
Final Reading
April 11, 2017

1 originated as the Red Zinger Bicycle Classic from 1975 to 1979 and was
2 sponsored by Celestial Seasonings; and

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

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

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

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

13 WHEREAS, Today, the "Tour of the Moon" stage has evolved into
14 the Tour of the Moon Grand Cycling Classic, an annual recreational road
15 ride developed in coordination with the Colorado National Monument
16 and the Grand Junction Visitor and Convention Bureau beginning in
17 2012; and

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

23 WHEREAS, There were 9,793 officially tracked cyclists that
24 passed through the park's entrance station in 2016, and it is estimated that
25 10,000 to 15,000 cyclists ride the route each year; and

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

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

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

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

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

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

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

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

25 *Be It Further Resolved,* That copies of this Joint Resolution be sent
26 to Governor John Hickenlooper; Mesa County Commissioners John
27 Justman, Scott McInnis, and Rose Pugliese; Grand Junction Mayor
28 Phyllis Norris; Grand Junction Mayor Pro Tem Marty Chazen; Grand
29 Junction City Council Members Barbara Traylor Smith, Bennett
30 Boeschstein, Duncan McArthur, Chris Kennedy, and Rick Taggart;
31 Grand Junction Area Chamber of Commerce President & CEO Diane
32 Schwenke; Grand Junction Visitor & Convention Bureau Executive
33 Director Debbie Kovalik and Division Manager Barbara J. Bowman;
34 Grand Junction Economic Partnership Executive Director Kristi Pollard;
35 Colorado National Monument Superintendent Ken Mabery and Chief

1 Ranger Mark Davison; and Directors of the Tour of the Moon Grand
2 Cycling Classic, Event Marketing Group President and Owner Mike
3 Heaston, Rocky Mountain Events President and Owner Scott Harris, and
4 Owner Scott Olmsted.