

South Tahoe racing to be start city for Amgen 2011

By Kathryn Reed

For a City Council often divided and seldom united, especially when it comes to tourism issues, the board is in favor of supporting the Amgen Tour of California starting in South Lake Tahoe in 2011.

Lake Tahoe Visitors Authority Executive Director Carol Chaplin made a brief presentation to the council this week asking for its support.



Racing down
Highway 1
south of San
Francisco.

Photo/Casey B.
Gibson

Her agency, which represents the entire South Shore, has been in talks with officials from the 6-year-old statewide cycling event for several months.

“It would be very exciting,” Chaplin said of having the initial stage in 2011 starting in South Tahoe.

She said the state anticipates taking in \$400 million during the course of the multi-day race. It also comes with international coverage.

“Some people in Sacramento said it increased business 30 or 40 percent,” Lovell said.

Lovell was able to get consensus to have the letter of support drawn up, telling her colleagues, “They won’t even consider your city if you don’t have a letter of support from the city. It would be a huge opportunity to bring it here.”

She added that the city would have to figure out how much it will cost public works, public safety, and parks and recreation.

“I think the amount of money and time for staff is minimal compared to the benefits,” Councilman Hal Cole said.

This year’s event started in Nevada City on May 16 and will end Sunday in Southern California.

The tour was started to bring awareness to resources available to people with cancer. Lance Armstrong, a survivor of testicular cancer, is often a headliner. This year the headlines were about his crash that took him out of the event, as well as allegations about steroid use.

For more information about the Amgen Tour, [click here](#).