

**Town of Lyons, Colorado
Board of Trustees
BOT Agenda Cover Sheet
Agenda Item No: V.
Meeting Date: January 5, 2025**

TO: Mayor Rogin and Members of the Board of Trustees

FROM: Kim Mitchell, Communications and Community Relations Director
Dave Cosgrove, Parks and Public Works Director

DATE: December 31, 2025

ITEM: Adventure Fit Request for Waiver of Park Rental/Administrative Fees for the Old Man Winter Rally, and Consideration of Town Sponsorship

☐ ORDINANCE
☐ MOTION / RESOLUTION
☒ INFORMATION

- I. **REQUEST OR ISSUE:** Staff seeks Board of Trustees (BOT) direction on whether to:
 - a) Approve the Town as a sponsor of the Old Man Winter Rally, and
 - b) Waive any park use/administrative fees for the event.
- II. **RECOMMENDED ACTION / NEXT STEPS:** Provide staff direction on the sponsorship request and the waiver of park fees.
- III. **FISCAL IMPACTS:** The Town typically receives revenue from special event park/use fees (historically for the past 8–10 years). A budget line exists for new event development (e.g., Dark Sky event, Summer Vibes Festival). If approved, the waived fees would represent a cost to the Town rather than revenue. There is also a budget line for new event development and/or funding (e.g., Dark Sky event, Summer Vibes Festival, other new ideas). If the Board supports Old Man Winter sponsorship, this would be an expense item.
- IV. **BACKGROUND INFORMATION:** This will be the 12th year the Old Man Winter Rally has been hosted in Lyons. The event began as a grassroots partnership between the Town and Oskar Blues, originally held at Sandstone Park. Due to growth, it transitioned to LaVern Johnson Park and then to Bohn Park in 2022/2023, where it continues to operate successfully.
- V. The event is well organized, draws strong participation, and highlights Lyons positively. Adventure Fit continues to develop new routes that incorporate downtown and encourages distributed parking. This year includes a new half-marathon (13.1-mile) course and a segment on the CEMEX property for cycling events.

- VI. The Town has previously supported Adventure Fit events, including Lyons Outdoor Games and the 2025 Summer Vibes Festival, which was new last year.
- VII. **LEGAL ISSUES:** None to our knowledge.
- VIII. **CONFLICTS OR ENVIRONMENTAL ISSUES:** None to our knowledge
- IX. **SUMMARY AND ALTERNATIVES:**
The Board may:
- a) Approve both sponsorship and fee waiver
 - b) Approve one component but not the other
 - c) Decline the request
- Staff requests Board feedback and direction.