

**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.