

## Arch Ride 2019 proposal

### **Goal:**

400 riders on long route (San Elijo to Green Flash)

300 riders on shorter route (18-20 miles starting at SunDevil Way - Black Mtn. Doug Hill, etc to Green Flash

Open event to general public - membership not required

### **Finish venue:**

-Propose that Green Flash close of parking lot for Finish line activities, food, beer, and expo booths.

(multiple food lines, beer serving areas, etc.)

### **Potential Revenue:**

Registration Long Ride: \$38,000 (\$95 x 400)

Registration Short Ride: \$22,500 (\$75 x 300)

Booth fees at expo: \$5000 (\$250 X 20)

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Total: \$65,500