



Legislation Text

File #: 15-0700, **Version:** 1

Supervisor Novasel recommending the Board receive and file a presentation on Primal Quest Expedition 2015 - Tahoe to be held August 20-28, 2015, challenging twenty co-ed teams of four to trail and road run, mountain and road bike, flat water and down water paddle and mountaineer and climb approximately five hundred miles of El Dorado, Amador and Nevada County terrain. (Est. Time: 15 Min.)

DEPARTMENT RECOMMENDATION

Supervisor Novasel is recommending that the Board receive and file a presentation on Primal Quest Expedition 2014, Tahoe. This event will be held August 20-28, 2015, beginning and ending in South Lake Tahoe. The course will traverse approximately 500 miles, the majority of which will encompass the High Sierra terrain of El Dorado County.

DISCUSSION / BACKGROUND

In 2002, Primal Quest Expedition was established as the largest adventure race event in North America with the first premier event held at Telluride, Colorado. Since then, subsequent editions of Primal Quest have included Lake Tahoe - 2003, Orcas Island, Washington - 2004, Moab, Utah - 2006, Montana - 2008 and the Badlands of South Dakota - 2009. Primal Quest Expedition adventure returns to Lake Tahoe to challenge 20 co-ed teams of 4 to trail & road run, mountain & road bike, flat water & down water paddle, and mountaineer & climb, fueled only by their own strength, through the back country at ultra distances of 400-700 KM, day and night (non-stop) across expansive terrain in an environmentally conscious way, using only a map, a compass and the combined skills of a team.

ALTERNATIVES

N/A

OTHER DEPARTMENT / AGENCY INVOLVEMENT

Chief Administrative Office, Parks and Trails Division and Economic Development staff to provide Primal Quest with coordination of route and promotional support as needed.

CAO RECOMMENDATION

[This section is completed by the CAO's Office. This section is required]

FINANCIAL IMPACT

The economical impact to the County and the business throughout the course will be substantial as this event will draw adventure endurance sports spectators and have multi levels of worldwide media coverage through television, radio news, ie Fox Sports Report, ABCSports Radio, CBS Sportline, BBC World Wide News and ESPN. Additional coverage for this event will be print media, ie USA

Today, Sports Illustrated, Outside and Trail Runner, as well as interactive on-line web coverage.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

CONTACT

N/A