



Fayetteville Welcomes The World:
2022 Walmart UCI
Cyclo-cross World
Championships



EXPERIENCE

FAYETTEVILLE



A Report on the 2022 Walmart UCI Cyclo-cross World Championships

In February 2019 the Union Cycliste Internationale (UCI), the world governing body for the sport of cycling, announced that the 2022 cyclo-cross world championships would be held in Fayetteville, Arkansas. This event would be the 73rd cyclo-cross world championship and only the second time for it to be hosted outside of Europe.

This announcement was preceded by several years of infrastructure investment, planning, and partnerships that made Fayetteville's Centennial Park a viable option to host such an event.

And once the announcement was made, the amount of planning, work, additional investments, and partnership development only increased.

In short, securing, planning and hosting this event has been a labor of love for the Experience Fayetteville staff and the many individuals, corporations, and other entities who made it happen.

In this report, we will share details about the 2022 Walmart UCI Cyclo-cross World Championships and how Fayetteville, Arkansas, was able to host a fun, exciting, and successful global sporting event that firmly put the city in the spotlight as a global cycling destination.

"What a weekend! The folks at Experience Fayetteville put on a phenomenal event for the world to watch. I was carried away by the roar of the crowd. Thank you to everyone who showed up to cheer on the world and celebrate this special sport. We represented America at its finest and shared great hospitality."

**– Clara Honsinger,
Team USA & USA Cycling
National Champion**

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Centennial Park

A world championship requires a world-class venue and Centennial Park impressed the cycling world.



World Championships

The 2022 Walmart UCI Cyclo-cross World Championships brought the world to Fayetteville in late January 2022 for an incredible, exciting, and successful event.



Beyond the Championships

It was important to leverage the World Championships to achieve additional goals around sustainability, equity, and inclusion.

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WHAT THE RACERS SAID:

“The moment when I rolled up to the starting line and heard the massive cheers of the home crowd is an experience that will stay with me forever.”

“It was an incredible experience just with all the fans cheering you on every corner. Like, wow!”

“And it was nice to always hear people cheering for Canada. It was nice to have a lot of Canadians at the race.”

“I didn’t expect that many fans, it was just crazy going up the steps and the hill. There were so many people and it was a really warm atmosphere. I loved it!”

“It was just a wall of noise to be honest. You couldn’t hear anything today so you just had to work off the adrenaline.”

“It was incredible. All those fans and all the cheers...it was amazing. I couldn’t even hear myself breathing, it was so loud.”

“I haven’t heard anything like that ever. I mean, my ears were hurting it was so loud, but I loved it.”



THE VENUE:

Centennial Park

Hosting a UCI championship-level event in cyclo-cross requires building a championship-level venue and course. Oftentimes cyclo-cross courses are temporary and built at a location with removable features.

Fayetteville is fortunate that our city government had the vision to create and develop a venue for the cyclo-cross championships that will be an asset for many years to come.

In late 2017 and early 2018, the city, with a combination of grants and loans from the Walton Family Foundation, purchased the property known as mountain ranch at Millsap Mountain from Centennial Bank.

Working with Northwest Arkansas Trailblazers, what had been a working ranch was made into a world-class cyclo-cross course and venue, and the city built South Centennial Park Lane from Old Farmington Road to the mountaintop, along with a parking lot.

As the World Championships approached, the city completed construction of Centennial Park Pavilion.

In addition to cyclo-cross, the 228-acre Centennial Park also features world-class mountain biking trails and has already hosted USA Cycling Pro Cup mountain bike races, with more to come on the calendar.



The cyclo-cross course itself has been widely lauded by the international cycling press as well as riders, coaches and other industry experts as one of the most unique and high quality cyclo-cross venues in the world.

"It's been really impressive to see how much infrastructure they built. This course has character. These stone bridges, the built-in tunnels in and out of these hills – a very fun course."

– Curtis White,
Team USA





OCTOBER 2021

World Cup

The UCI cyclo-cross season begins in October with a series of around 15 World Cup races and concludes in late January with the World Championships.

2015 was the first year that the World Cup calendar included an event in the U.S., and from 2016-2019, the calendar included two U.S. events on successive weekends. After 2020 events were canceled because of COVID-19, the 2021 World Cup calendar in the U.S. was expanded to three events with Fayetteville being added in a rare mid-week slot to allow riders to preview the course prior to January's World Championships.

This one-day, two race event was held on Wednesday, October 13, and in addition to serving as a preview for riders and teams, it served as a dress rehearsal for Experience Fayetteville and our primary logistics and support partners.

While we planned to get our feet wet before the January championships, we ended



up getting everything wet, as a major storm system came through and drenched the venue.

Luckily, cyclo-cross is held rain or shine and the racers love it! Our goals were accomplished, and the experience we gained proved invaluable for what was to come in January.

"This may be the most underrated sport in the U.S. This is a good, fun time for all ages. There's drama, showmanship, fierce athletic grit, and my oh my, can these women and men ride bikes. As I heard one spectator shout at the end of the last race, 'We should do this every Wednesday.'" – Axios





JANUARY 2022

2022 Walmart UCI Cyclo-cross World Championships

Hosting a UCI World Championship is an honor that few cities have the privilege of experiencing.

From January 27-30, the international cycling community's eyes were firmly focused on Fayetteville as we welcomed the world to our great city.

From the opening ceremony on Thursday evening to three days of racing from Friday to Sunday, Fayetteville's debut was phenomenal and will pay dividends for many years to come in positioning us as a world-class cycling destination.

"I want to take a moment to thank all the American fans who came to the race. The atmosphere was amazing. It gave me goosebumps to ride in a crowd like this."

– Tibau Nys,
Men's U23 Bronze Medalist, Belgium



21 Nations Represented:

- BELGIUM
- CANADA
- COSTA RICA
- CZECH REPUBLIC
- DENMARK
- ESTONIA
- FRANCE
- GREAT BRITAIN
- GERMANY
- HUNGARY
- IRELAND
- ISRAEL
- ITALY
- LUXEMBOURG
- MEXICO
- NETHERLANDS
- SLOVAKIA
- SPAIN
- SWEDEN
- SWITZERLAND
- UNITED STATES

Jean-Arthur Régibeu, Belgium's U.S. Ambassador, celebrates his nation's podium sweep in the Men's U23 race.



WORLD CHAMPIONSHIPS BY THE NUMBERS

219
CYCLISTS

17,500
TOTAL
ATTENDANCE

150+
GLOBAL MEDIA
ON SITE

500+
VOLUNTEERS

1,700
BIG BOBBLE
HATS

2,096
BICYCLES AT
THE BIKE VALET

A BIG THANKS TO OUR PARTNERS

Hosting a major international sporting event requires having strong partners, and the 2022 Walmart UCI Cyclo-cross World Championships had an amazing lineup, without whom this event would not have been possible.

WALTON FAMILY FOUNDATION



TITLE PARTNER



INSTITUTIONAL PARTNERS



MAIN PARTNER



OFFICIAL PARTNERS



OFFICIAL SUPPLIERS



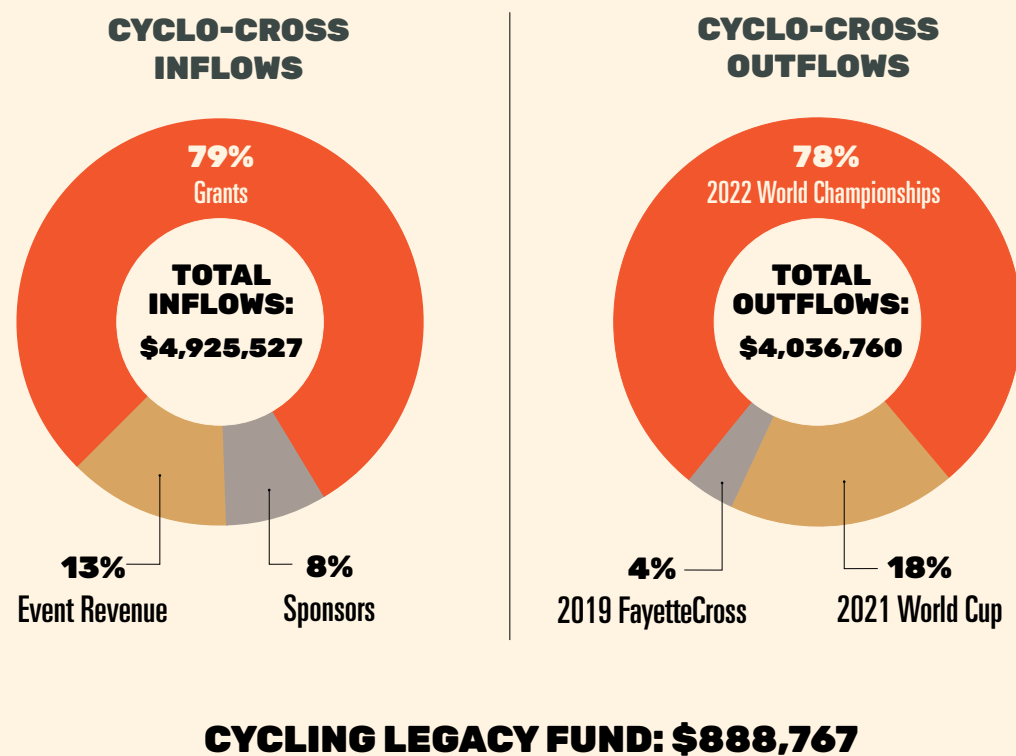
COMMUNITY PARTNERS





Finances

Thanks to our partners and sponsors, we had a strong financial foundation that enabled the overall success of the World Championships. With strong ticket, food, beverage, and merchandise sales, we were extremely fortunate to have a surplus that will be put into a designated account to fund future cycling events and initiatives.



"It was awesome. It was fantastic. I loved having such a huge crowd and 90 percent of them were Americans and they're all screaming 'U-S-A'. Some of them don't even know our names, but that's fine. They're screaming for Team USA and I loved that."

- Katherine Sarkisov, Team USA

The Team

An event the size of the World Championships requires a strong team, and we feel very fortunate to have had a team that worked hard, worked well together, and brought incredible expertise to their roles.



As the official host city and local organizing committee, the entire Experience Fayetteville staff went above and beyond for many months, working as a team and coordinating with UCI officials and partners to ensure the overall success of every aspect of the World Cup and World Championships.



The team from the Union Cycliste Internationale provided incredible leadership and expertise to Experience Fayetteville and all of our team partners as we worked to host the official UCI World Championships.



The team at Medalist Sports was brought on board in April 2021 as event producers and provided a level of professionalism and logistics expertise that was both needed and deeply appreciated.



As the hosting federation, USA Cycling played a significant role in the success of the World Championships.

TRAILBLAZERS



CITY OF
FAYETTEVILLE
ARKANSAS

Overseeing the design and development of Centennial Park, the Trailblazers were responsible for turning an undeveloped mountaintop into a world-class cycling venue.

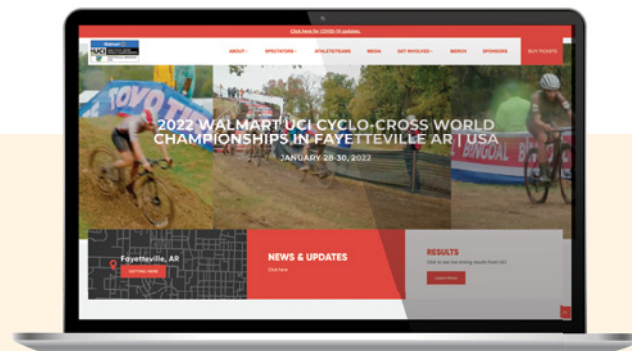
We simply cannot thank our city government enough for their unwavering support throughout this journey, including the hard work and dedication of the Parks and Recreation Department.

A Global Reach

Advertising, marketing, and public relations efforts for the 2022 Walmart UCI Cyclo-cross World Championships were directed by Experience Fayetteville's leadership team and executed through staff and three external partners: Sells Agency, Pixel Perfect, and KOM Sports.

244
NEWS STORIES
IN THE U.S. WITH A
REACH OF
150,000,000
AND ADVERTISING
VALUE EQUIVALENCY OF
\$15,000,000+

**WALL STREET
JOURNAL
FEATURE
ARTICLE**



WORLD CHAMPIONSHIP WEBSITE

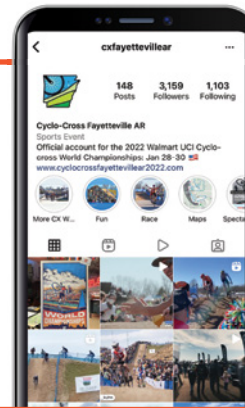
149,000 SESSIONS
NOV-DEC (4,833/DAY AVERAGE)

97,000 TOTAL USERS
(70% U.S., 30% INTERNATIONAL)

TOP NON-U.S. COUNTRIES:
U.K., BELGIUM, CANADA, GERMANY, NETHERLANDS

- ▶ Extensive pre-event national and global coverage in cycling publications: Velo News, Cycling News, Cyclocross Magazine, CXHairs, and more.
- ▶ Extensive regional and pre-event coverage in TV news features, newspapers, online news sources, and cycling publications.

@CXFayettevilleAR Instagram:



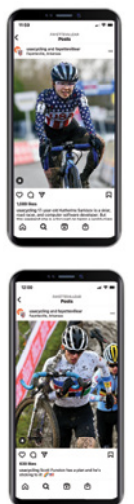
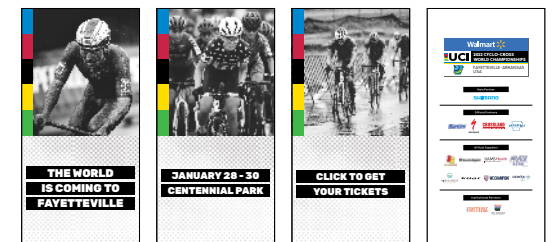
473,517
TOTAL IMPRESSIONS
(JAN 27-30)

10,072
POSTS WITH EVENT
HASHTAGS

778
NEW FOLLOWERS
(DEC 27-JAN 27)

32,580
VIDEO/REEL VIEWS
(JAN 27-30)

Limited edition commemorative poster
by Fayetteville artist Chad Maupin



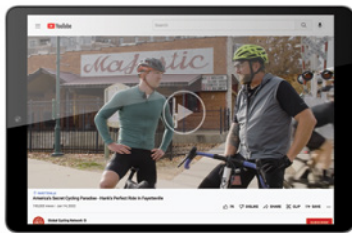
"If you missed the 2022 Cyclo-cross World Championships over the weekend, here's a taste: Thousands of people. Dozens of languages. Laughter. Tears. Blood. A lone trombone and lots of cowbells, beer, sun and good food.

Why it matters: This was a moment where Northwest Arkansas could show off its cycling chops to an international audience. This may be the next big step NWA makes toward being the cycling destination for tourists." - Axios

Television Broadcasts

Fitting for a world championship event, the 2022 Walmart UCI Cyclo-cross World Championships were broadcast to a global audience bringing significant international exposure to Fayetteville. The majority of broadcast partners aired all three days of racing to millions of cycling fans from South Africa to Slovakia, Malaysia to New Zealand, and Canada to the Czech Republic.

 Experience Fayetteville partnered with GCN, the Global Cycling Network as the official U.S. broadcast partner. GCN has more than 2.8 million subscribers to its online channel. GCN also created content specific to promoting Fayetteville as a world-class cycling destination, including



a 16-minute video titled, "America's Secret Cycling Paradise – Hank's Perfect Ride in Fayetteville," featuring Brannon Pack, Experience Fayetteville's Director of Cycling Tourism and Hank Lowsley-Williams, a former professional racer and GCN

announcer. This promotional video has received 190,000 views to date. GCN's online streaming of the race received 300,000 views while millions of cycling fans across the globe watched the broadcast on various local outlets. The national broadcaster in Belgium, VRT, also sent a crew and produced its own broadcast which aired live in Belgium and the Netherlands.

Global Broadcasts

COUNTRY	OUTLET
Albania	RTSH
Australia	Foxtel
Belgium	VRT
Canada	FloSports
Czech Republic	CT Sports
Denmark	TV2 Sport
France	L'Equipe TV

COUNTRY	OUTLET
Italy	Rai Sport
Malaysia	Astro Supersport
New Zealand	Sky Sport
Netherlands	EuroSport
Norway	TV Sport 2
Pan-Africa	SuperSport
Pan-Europe	EuroSport

COUNTRY	OUTLET
Poland	TVP Sport
South Africa	SuperSport
Slovakia	RTVS Sport
United Kingdom	BBC
USA	GCN+



Attendance & Volunteers

Attendance

As the host and local organizing committee for the the 2022 Walmart UCI Cyclo-cross World Championships, Experience Fayetteville was expected to generate local, regional, and national interest in the event so that there would be strong attendance. The pressure to meet those expectations was ever-present since this was only the second time in 72 years the World Championships were not in Europe – home to the vast majority of cyclo-cross fans. To some degree, the size and enthusiasm of the crowds would be a measuring stick with UCI and the global cycling

community to determine if Fayetteville was a successful host. We are happy to report that attendance was strong, with almost 20,000 people in attendance across the three days of racing, and the enthusiasm of the crowds was universally praised by the cyclists competing.

Volunteers

Producing and managing an event of this magnitude also requires attracting and training a large contingent of volunteers to serve in a variety of capacities. We began working on volunteer recruitment and management early and successfully secured



more than 500 volunteers who worked more than 2,500 hours, with a value of \$72,000 dollars in donated time. These volunteers were from 27 U.S. states, British Columbia, and Washington, D.C., and they performed wonderfully throughout the weekend.

Beyond the Championships

We believe tourism is a force for good! From the beginning, it was important for us to leverage the World Championships to achieve additional positive outcomes for our community, both during the event and beyond.

SUSTAINABILITY PARTNERSHIP



With the goal of producing as close to a zero-waste event as possible, Experience Fayetteville worked with the city's Sustainability Department to secure a partnership with Food Loops. All food containers were compostable and no trash cans were present in the VIP, Concession or Expo areas. Instead, staff and volunteers sorted waste for compost, recycling, or landfill.

More than 10,440 pounds of compost and recycling were generated, a 72% landfill diversion rate, exceeding expectations.



10,440 LBS
OF WASTE
RECYCLED OR
COMPOSTED

VS.

4,120 LBS
OF WASTE
SENT TO THE
LANDFILL

NON-PROFIT FOCUS

- More than a dozen regional non-profits focused on parks & trails, diversity & equity, youth cycling and cycling advocacy, were given free and discounted tickets to attend the event.
- Over \$27,000 dollars, raised through food and beer sales, was allocated to local non-profits.

"The 2022 Cyclo-cross World Championships was an amazing event. This was my first time racing a world championship. The race, venue, and atmosphere were amazing! Thank you for your help in covering the team fee for all the U.S. female athletes. This will certainly raise the level of women's cyclo-cross in the U.S." - Erica Zaveta

EQUITY & INCLUSION

Support from the Rapha Foundation enabled us to focus on matters of equity and inclusion in cycling.

- ▶ At both the World Cup and World Championships, we sponsored and hosted "Pass the Mic," Trailblazers' series focused on elevating marginalized voices in cycling.
- ▶ Experience Fayetteville and the USA Cycling Foundation covered the race entry fees for each member of the USA Women's team, easing the financial burden faced by these female athletes.
- ▶ We organized a field trip for youth at the Yvonne Richardson Community Center (YRCC), led by professional cyclist Rahsaan Bahati and the Bahati Foundation. The YRCC was provided with free transportation and lunch for the children to spend the afternoon at Centennial Park, watching the professional cyclists.



- ▶ We developed a partnership with RIDE – Riders Inspiring Diversity & Equity – and its founder, Molly Cameron. Her work focuses on the LGBTQ community, particularly around transgender athletes in sport.
- ▶ We were proud to host All Bodies on Bikes, an organization working to create and foster a size inclusive biking community. The group was present during the event and hosted a social ride.

“We had a hotel full of happy, excited guests during cyclo-cross. Many talked about returning for a future visit for the next cycling event. We heard comments about it being one of the best courses they have ever been on.”

— Christy Gillespie, Area Director of Sales, Beechwood Pinnacle Hotels

LODGING IMPACT

Fayetteville hotels, motels, and short-term rentals collected more HMR taxes in January 2022 than in any other January, as thousands of fans, cyclists, team personnel, officials, and vendors filled up rooms across the city. In addition, sales tax revenue in Fayetteville increased 10.5% compared to January 2021.

With the World Championships taking place during the COVID-19 Omicron surge and in a month impacted by winter storms, the influx of visitors was a welcome — and much-needed — boost for the local economy.

144% INCREASE

IN LODGING HMR TAX COLLECTIONS
Y.O.Y FOR JANUARY 2022



A WORLD-CLASS CYCLING DESTINATION

The future impact of the 2022 Walmart UCI Cyclo-cross World Championships is very promising for Fayetteville. In fact Fayetteville will host the following major cycling events in 2022:

JOE MARTIN STAGE RACE

The oldest and largest professional stage race in North America now has Walmart as the title sponsor and will be televised and streamed globally.

HIGHLANDS GRAVEL CLASSIC

One of 12 events in the 2022 UCI Gravel World Series leading up to the first UCI Gravel World Championship. The World Series includes stops in France, Australia, Poland, Belgium, Sweden, Netherlands, Spain...and Fayetteville, Arkansas!

UCI CYCLO-CROSS WORLD CUP

The World Cup returns to Fayetteville in October.

USA TRIATHLON NATIONAL CHAMPIONSHIPS

Gravel Triathlon and Mountain Bike Triathlon

MOOSEJAW U.S. PRO CUP

The pro mountain bike series returns to Centennial Park in April.

In addition to these elite and professional events, the Fayetteville and NWA cycling community is also growing, including the great work being done by Breakaway Cycling, which is focused on welcoming riders of all ages and abilities to the area series of local cyclo-cross events.

FUTURE INVESTMENTS

Thanks to the success of the 2022 Walmart UCI Cyclo-cross World Championships, Experience Fayetteville has the infrastructure and resources needed to continue investing in and growing the cycling ecosystem in our community. The foundation available for future investments includes:

- ▶ **A designated fund for cycling investments**
- ▶ **Our designation as a UCI Bike City**
- ▶ **Full-time, experienced staff devoted to cycling tourism**
- ▶ **A national and international reputation and brand as a cycling destination**





Conclusion

Experience Fayetteville is proud to present this report on the 2022 Walmart UCI Cyclo-cross World Championships, communicating the scope, importance, global reach, and success of the event.

Our team has appreciated the support we have received throughout the planning and execution of the event from the Advertising & Promotion Commission, Mayor Lioneld Jordan and his staff, the

Fayetteville Parks & Recreation Department, as well as our team of capable partners led by Medalist Sports. Producing a successful event of this size and global scope could not happen without you.

And none of this would have been possible without the incredible investment from the Walton Family Foundation. The Foundation's support and guidance from the beginning of this process made

everything possible and will make so much more possible in the years to come.

The world came to Fayetteville for the 2022 Walmart UCI Cyclo-cross Championships and now we are well-positioned to continue that legacy and attract world-class events and cycling tourists from all corners of the world for many years to come.



EXPERIENCE **FAYETTEVILLE**

Walmart 		
	2022 CYCLO-CROSS WORLD CHAMPIONSHIPS	FAYETTEVILLE-ARKANSAS USA 

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