

LAWRENCE•KS

CONVENTION & VISITORS BUREAU

May 7, 2008

Mr. Dave Corliss
City Manager, City of Lawrence
City Hall
6 E. 6th Street
Lawrence, KS

Dear Dave,

I am currently working with Ryan Robinson, local organizer of a June 15, 2008, Ironman race, to organize a weekend of activities in conjunction with the race and bring these out-of-town participants downtown. When Ryan approached the CVB late last year about his desire to bring an Ironman event to Lawrence and seeking our help, we wanted to be supportive. Historically, these events are sponsored or hosted by cities, CVBs and/or sport commissions. Because Sunday's Ironman will take place at Clinton Lake, I am trying to organize activities that will bring these 1,300 participants and their families into downtown Lawrence. In addition, because other Ironman events are held at places such as Coeur d'Alene, Oceanside, Clearwater and Kohala Coast; Lawrence needs to create its own buzz and excitement if we have any hope for this to become an annual event--thus the idea of placing the Expo downtown and adding live entertainment, something no other Ironman event currently offers. If participants leave Lawrence having a positive experience, they will return and through word-of-mouth bring others.

Therefore, the Lawrence Convention & Visitors Bureau is requesting a Special Event Permit on private property located at the southwest corner of 9th & New Hampshire Streets along with a Use of Right-of-Way Permit for a portion of New Hampshire Street south of 9th Street, as well as the tract of city-owned property north of the parking garage. These areas would be used for Lawrence Live and the Ironman Expo area.

The schedule of events would take place as follows:

Friday, June 13: Expo area would be located on the private property owned by 9-10, L.C. southwest of 9th & New Hampshire and the tract of city-owned land north of the parking garage. Vendors would consist of companies who offer products or services to tri-athletes. Local merchants could participate if they so desired. Food vendors would not be a priority for us, because we want the Ironman participants to experience the restaurants in Lawrence. Lawrence Live, the entertainment portion of the Ironman Expo will use the requested portion of New Hampshire Street for stage set-up, beer sales and spectator viewing. I am requesting permission to close at noon on Friday for Lawrence Live set-up. As stated earlier, it is our desire to provide live entertainment along with beer sales. The Friday event would be open to the public as a community event. Friday night would also allow us to thank our volunteers and sponsors. Live entertainment would start at 5 p.m. and run until 10:30 p.m. After clean-up from Friday's activities, this portion of New Hampshire Street

would reopen. The activities downtown would be the responsibility of the Lawrence CVB, which is trying to complement what Ryan is organizing at Clinton on Sunday.

Saturday, June 14: Expo area continues in the morning with the addition of guest speakers sharing the latest information on training and diet. Near the expo area, the start/finish line for Bill and Cindy Self's Rock Chalk Run will be placed. All proceeds from this 5K/10K run would go towards their Assist Foundation, a 501 (c) 3 organization. We are expecting 600 participants for this event. Both races would start at 8:00 a.m. A separate Right-of-Way Permit application will be submitted soon for this event. Expo area would start its teardown at 1 p.m. if not before.

Sunday, June 15: Ironman at Clinton Lake.

The demographics of this group fit the type of visitor Lawrence wants to attract. Ironman triathlete household income is more than \$150,000 and 75 percent are in professional/managerial positions in their respected professions. CVB's from other Ironman cities have consistently reported between 1,750 to 2,400 hotel room nights generated and a minimum of \$2 million in economic impact for their communities. Incidentally, we chose June 13-15 because Lawrence hotels were wide open so as not to compete with existing events. As of April 7, 1,300 athletes from 46 different states and 4 countries have registered for the Ironman event.

Having organized the first Get Downtown, I realize this type of event can only be successful with the cooperation of the DLI and the City of Lawrence. I have met with the DLI board and have secured their support for this event.

I hope the City of Lawrence will consider taking a sponsorship position of by donating the following city services.

- 1) The presence of Lawrence-Douglas County Fire and Medical Department at two of the events (Friday night and Sunday's Ironman). It has been determined by Lawrence-Douglas County Fire and Medical that two EMT's and a gator will be placed within expo area from 6 p.m. until 10:30 p.m. Sunday's coverage will consist of 2 ambulances and 4 EMTs from 7 a.m. until 2 p.m.
- 2) Police assistance in managing the 5K-10K race routes to ensure a safe environment for all participants..

We are also hopeful that we can work with other city departments in the following areas:

- 3) Barricades provided by Lawrence's Public Works, not only to close the approved street for Friday night and Saturday's expo, but also to create necessary boundaries along 5K-10K race route. We would also benefit from the use of the electrical box located on the NW corner of parking garage to power the refrigeration trailers. The placement of a trash receptacle within approved area would also be needed.
- 4) Assistance from Lawrence's Park & Recreation in providing 20 -25 tables, 8 trash cans. We would also like coordinate with Parks & Recreation or Public Works for street cleaning before and after the events of June 13.
- 5) Any other support the city deems necessary.



Provisions have been made to hire private security to work the Friday night event to ensure a safe environment and adhere to city ordinances. Porta Potties will be place on the east side of New Hampshire along the curb on Friday and removed the same day.

Thank you in advance for your consideration.

Bob Sanner

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