

CITY OF LAWRENCE, KANSAS
APPLICATION AND PERMIT
TEMPORARY USE OF PUBLIC RIGHT-OF-WAY

NAME OF APPLICANT LAWRENCE CONVENTION & VISITORS BUREAU

DATE: 7/4/09 FROM - TIME: Noon TO - TIME: 10:30 pm

DATE: 7/5/09 FROM - TIME: 6:30 am TO - TIME: 8: pm

DATE: / / FROM - TIME: : TO - TIME: :

LOCATION OF USE: DOWNTOWN AREA ON 7/4/2009 AND CERTAIN STREETS
IN THE OREAD, WEST HILLS AND UNIVERSITY PLACE NEIGHBORHOODS.

IS APPLICANT OWNER OF ADJOINING PROPERTY? YES NO ✓

IF NOT, ATTACH WRITTEN PERMISSION OF OWNER

TYPE & PURPOSE:
OF USE:

IDENTIFY THE USE OF RIGHT-OF-WAY: **(Including the site plan on the reverse side showing structures, table or other items to be located on the R-O-W)**

ATTACHED

Proof of Insurance that the applicant has obtained general liability insurance in the amount of \$500,000.00 with the City as a named insured, for the described activity and a \$10.00 filing fee must accompany this application.

BOB SANNER (785) 856-5302 (785) 764-2660
NAME OF PERSON COMPLETING APPLICATION TELEPHONE NO.: HOME work TELEPHONE NO.: WORK cell
947 New Hampshire, SUITE 200C LAWRENCE, KS
ADDRESS
Bob Sanner 3/6/2009
SIGNATURE DATE

N

SITE PLAN

**USE OF THE PUBLIC RIGHT-OF-WAY
PERMIT
TO BE COMPLETED BY CITY**

AT: _____
(LOCATION)

BY: _____ ON
(APPLICANT)

DATE: ____/____/____ **FROM** - TIME: ____:____ **TO** - TIME: ____:____ IS APPROVED.

DATE: ____/____/____ **FROM** - TIME: ____:____ **TO** - TIME: ____:____

DATE: ____/____/____ **FROM** - TIME: ____:____ **TO** - TIME: ____:____

CITY MANAGER

_____/_____/_____
DATE

SPECIAL CONDITIONS : _____

This permit should be prominently displayed where the Public Right-of-Way is being used or be available for review by any officer or employee of the City of Lawrence upon demand.
This permit may be revoked or suspended as provided by Law.

DESTINATION MANAGEMENT, INC.

March 9, 2009

TO: Dave Corliss, City Manager
City of Lawrence

FROM: Bob Sanner

RE: Request for disbursement of Transient Guest Tax Funds and city services

This memo is to request the disbursement of transient guest tax monies to the Lawrence Convention & Visitors Bureau and for city services to support the upcoming Tour of Lawrence, to be held in Lawrence July 4-5, 2009.

The Tour of Lawrence will feature a Saturday Criterium, in Downtown Lawrence, and a Campus Course Road Race on Sunday. The Criterium will use a route similar to the one used for the National Collegiate Cycling Championships in past years. The Campus Course will take advantage of the beautiful scenery and challenging riding available on the University of Kansas Campus.

This weekend has been chosen for the event because it represents a time when local hotel occupancy is historically very low. We believe that this event will bring more than 400 competitors to the area for the weekend who will book overnight stays. Additionally, because Downtown Lawrence businesses are traditionally closed on the July 4 holiday, this presents an opportunity to bring cycling back to Downtown at a time that is not disruptive to local business.

Although this will be the inaugural year for the Tour of Lawrence, we are confident that with this assistance, this event will be a success. Lawrence has a proven record as a great place for competitive cycling events with the Collegiate Championships and the announcement of this event has been greeted with unprecedented interest.

A key component to the success of the Tour of Lawrence is our ability to secure commitments from high-profile cycling teams to compete in the Pro & Category 1 & 2 races. Creating a competitive and entertaining field in the Pro & Category 1 & 2 races will increase registration numbers in the other amateur rider categories, because regional cycling enthusiasts will have an added incentive to travel to Lawrence not only to race but also to watch the elite teams compete.

Lawrence is very fortunate to have Trek Midwest Racing based nearby. Trek Midwest is widely viewed as the best cycling team in the Midwest. We hope to secure the team, and also Arkansas-based Mercy Cycling Team, by providing promotional consideration to the teams. The Tour of Lawrence gains instant credibility with these commitments, which we will be able to secure through this request.

A detailed outline of the expenses we propose to pay through a disbursement from the Transient Guest Tax Fund follows:

**TOUR OF LAWRENCE
TRANSIENT GUEST TAX FUND REQUEST**

ACTIVITY	VENDOR	AMOUNT	NOTES
Promotional/ marketing fee	Trek Midwest Racing Mercy Cycling Team	\$1,000 \$1,000	Recognized as the top two midwest teams, Trek Midwest and the Mercy Cycling Teams' presence at the Tour of Lawrence will aid in drawing amateur riders from the region to register for the event and will increase spectator interest. Having these two teams committed to the event is an important marketing tool. With these teams also comes great publicity.
Race announcers	Dave Towle and John Lefler	\$2,500	Towle and Lefler are widely-recognized as the best race announcers in the country. They bring a level of excitement to the event for spectators that is critical to the success of the race and brings fans back to the same venues year after year.
Promotional products	various cycling product vendors	\$500	Riders choose races to compete in based partly on the available premiums and cash prizes available to riders. Because of the length of the Tour of Lawrence course, it is important to have a large number of giveaway items available to entice riders. The availability of these items will be a marketing tool in recruiting participants and makes the race more interesting for spectators as riders sprint for prizes at various stages in the race.
TOTAL		\$5,000	

In addition to those cash expenditures, the Tour of Lawrence will require some in-kind support through city services. I have worked with Jonathan Douglas on the logistics plan for the event and through our conversations have developed the following list of services that will be required for a successful event:

**TOUR OF LAWRENCE
CITY SERVICES REQUEST**

ACTIVITY	NUMBER	NOTES
Law enforcement	4 officers	Adequate law enforcement support as determined by the Lawrence Police Department will be required for both the Saturday and Sunday events. We believe that four additional officers will provide sufficient coverage for Saturday and placement of these officers is noted on the Criterium map. We will look to the LPD for direction on the necessary coverage for Sunday's Campus Race.
EMT support	TBD	We will provide EMT support for both races and will look to the Lawrence-Douglas County Fire & Medical department for recommendations.
Trash barrels	14	These additional trash barrels will need to be placed for the Saturday Criterium Race.
Saw horse barricades	27	These sawhorse-type barricades will be placed in alleyways and surface lots on Saturday.
Fencing transportation	--	Organizers will secure use of crowd-control fencing from the Kansas Speedway. Assistance in transporting fencing to and from the Speedway will be required.
Street cleaning	--	All streets used in the Criterium and Campus Course will need to be cleaned prior to the event.
Street patching	--	Temporary patching of certain portions of city streets on the race venue if they are determined to be safety concerns.
Temporary roundabout removal	--	Temporary removal of the roundabouts in the intersections of 17th & Indiana and 18th & Indiana streets.
Temporary sign removal	--	Temporary removal of pedestrian crossing signs located on the 800 block of New Hampshire Street.

I would welcome the opportunity to discuss this request and these projects with you. I may be reached at 856-5302 or sports@visitlawrence.com. I believe that with these resources, we can produce a well-managed event in a safe venue for participants and spectators and can deliver something that will be a viable source of visitor spending for years to come.

Operational plan for Tour of Lawrence, proposed cycling event for July 4, 2009

Event Objective

The Lawrence CVB (LCVB) intends to organize a professionally managed, multifaceted, USA Cycling-sanctioned event July 3-5, 2009. The LCVB has selected this weekend because historically it is a slow period for local hotels and restaurants. Even though this event will be marketed aggressively outside the state of Kansas, it also will include broad community appeal. The three components of this event will be competitive cycling on Saturday and Sunday, children's activities and live music.

Cycling Vision for Downtown Lawrence

Downtown Lawrence provides the perfect backdrop for the first day of cycling. The criterium will take place on the afternoon of July 4. Children's races will start before the competitive races at 1 p.m. Any child who enters these age-segmented races will receive a medal. After the children are recognized, the skill category races would start, with the last race of the night starting at approximately 7:30 p.m. This race would be the Professional/Categories 1 & 2 race, lasting 90 minutes plus 3 laps.

Children Activities

In addition to the children's races, carnival rides and inflatable games and slides will be available in the downtown area for young families. This dimension of the cycling event would allow young families to extend their stay downtown and enjoy the cycling and live music.

Live Music

The vacated lot south of the Eldridge Hotel would be the site for live music. The Eldridge Hotel would be responsible for organizing the live entertainment portion of Lawrence Live.

Sale of Alcoholic Beverages

With city approval, the sale of alcoholic beverages will take place in the permitted area. We are asking that a portion of the area along the race route be part of the permitted area for consumption of alcohol. This extended area consists of parts of 8th, 9th and Massachusetts Streets. The yellow area shown on the Criterium map indicates this area.

No Parking Notification

Event organizers will follow the city's parking notification ordinance by placing individual no parking stickers on the majority of parking meters located within the race route in lieu of using the red bags that are normally placed over the parking meters. There will be a need for some parking meters to be bagged in the near the start/finish to ensure race set-up preparations start on time. In addition to the stickers on the meters, no parking signs will be placed in the planters along Massachusetts Street and curb side on Vermont and New Hampshire Streets. No parking signs will also be placed in all parking lots inside permitted area.

Course set-up

Volunteers provided by event organizer will place barricades along perimeter of race route to secure course on Noon. Crowd control fencing will be placed between the intersections of 9th & Massachusetts, 8th & Massachusetts and 8th & Vermont to provide a safe race environment for the cyclists.

Course tear down & Clean-up

Volunteers will be able to remove the barricades on the perimeter of the race route within 15 minutes of the conclusion of the last race, or approximately 9:20 p.m. This action would give vehicles access to 7th and 10th Streets, the 700 block of Vermont and the entire portion

of New Hampshire Street. The section of Massachusetts Street will require more time because of tearing down the finish line area and the loading of the crowd control fencing. Our goal will be to have the race route cleared and open to vehicles by 10:30 p.m.

Hours of Operation

Race Schedule:

10 a.m.

Registration Opens-Eldridge Hotel

Start

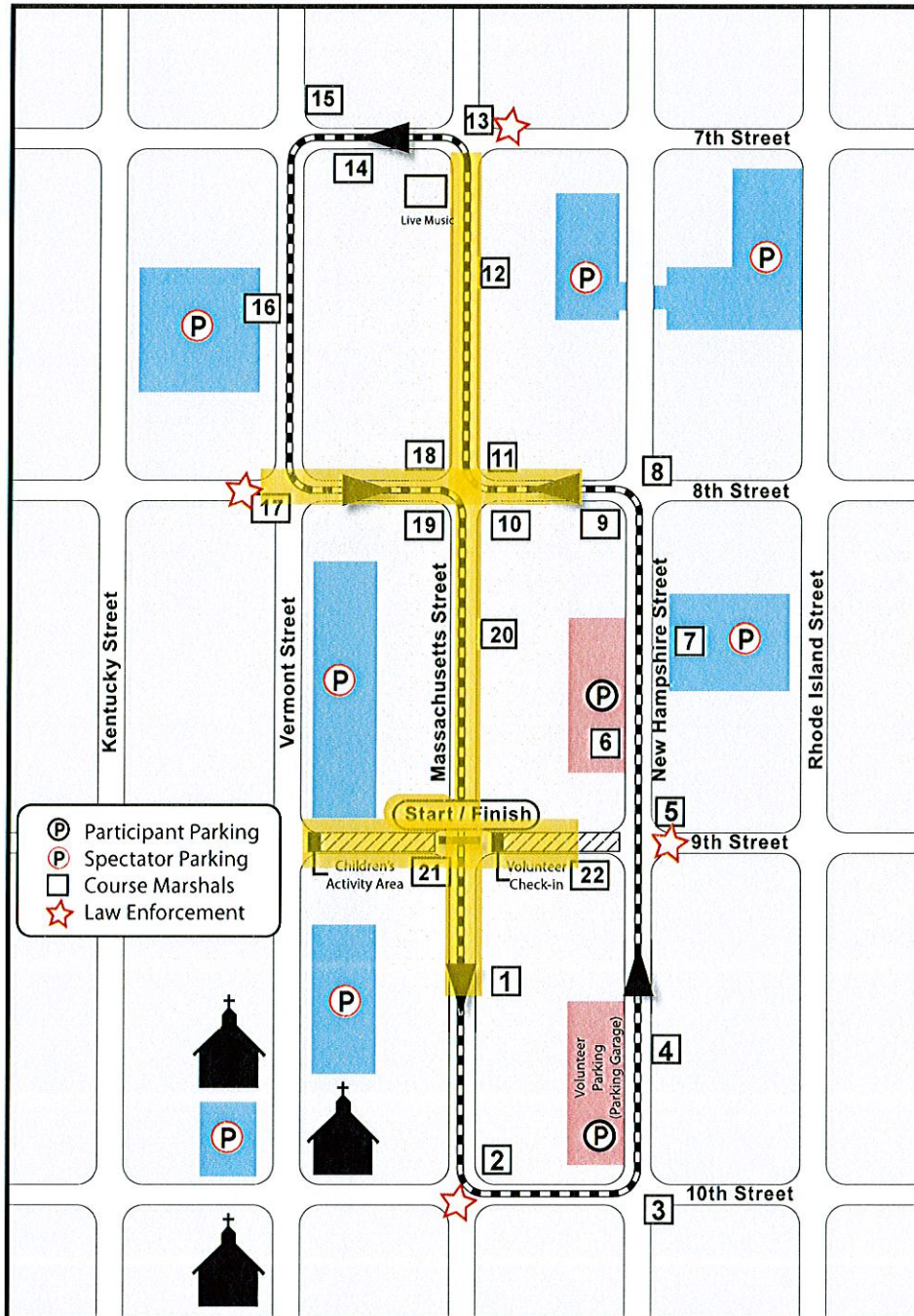
	Category	Distance	Field Limit
1 p.m.	Children's Race	Sprint	None
1:30 p.m.	Juniors	30 min + 3 laps	125
2:20 p.m.	Men's Masters	40 min + 3 laps	125
3:15 p.m.	Women's Cat 3/4	40 min + 3 laps	125
4:15 p.m.	Men's Cat 4/5	45 min + 3 laps	125
5:15 p.m.	Men's Cat 3	50 min + 3 laps	125
6:15 p.m.	Women's Pro/Cat 1/2	60 min + 3 laps	125
7:30 p.m.	Men's Pro/Cat 1/2	90 min + 3 laps	125

Final race schedule and categories will be determined by race registration.

Managing the Event area

The event will require 22 volunteer course marshals positioned (see attached PDF) along the race route to ensure a safe and manageable venue. These course marshals' primary responsibilities will be to keep spectators off the streets and not allow any barricades be moved during the race.

TOUR of
LAWRENCE
2009



Downtown Critérium
Summer 2009

Lawrence, Kansas • July 4, 2009

Course length: 1 mile / 1.6 km

© Copyright 2008-2009 Lawrence Sports Corporation

Operational plan for Tour of Lawrence, proposed cycling event for July 5, 2009

Objectives:

The Lawrence Sports Corporation (LSC), a non-profit subsidiary of the Lawrence Convention & Visitors Bureau, with the help of the Kansas Cycling Association, plans to create a weekend of competitive cycling that will attract cycling enthusiasts from the Midwest as well as U.S. pros. The Tour of Lawrence will be a USA Cycling-approved event, and the races will be managed by USA Cycling officials. The first race of the weekend will take place on Saturday July 4, 2009, in downtown Lawrence. The second race, presuming it will be approved, will take place on KU's campus on Sunday, July 5, 2009. By offering race venues downtown and on campus, we will showcase the best that Lawrence has to offer.

Set-up and Closure of Course

Some barricades will be placed near the designated campus intersections on Friday, July 2. After Saturday's downtown race, the remaining barricades would be placed at remaining designated campus intersections Saturday night. Barricades would be put into place by volunteers (organized by us) starting at 6:30 a.m. in order to achieve a full closure by 7 a.m.

Race Hours

Because of the nature of competitive cycling, the first race of the day is scheduled to start at 8 a.m. The other race participant categories would have a staggered start to ensure categories don't catch up with the category ahead of them. The number of race categories will be determined by race registration. We are anticipating a large turnout for this race because of the unique and appealing venue. If we are successful in attracting a large race turnout, the last race of the day would start around 5:45 p.m.

Access to Campus

It is our intent that once the race course is secured, we would not allow any vehicles onto the race route, except for those approved intersections that would allow vehicles to cross the race route to enter and exit certain areas of campus. These intersections or crossing points will be determined by KU Police. We have identified one possible intersection on campus property.

We are confident that among the two potential access points on campus property, the intersection of 15th & Naismith will definitely be required. This access point would allow traffic to enter and exit from Hoch Auditoria drive. The other access point that should be considered is:

11th & Maine

This crossing point would allow access to Anderson Family Football complex, parking lots behind Carruth-O'Leary and JRP Hall, employees of KJHK and other residents living between Missouri and West Campus Road on 11th Street. It would need to be determined whether this intersection is the responsibility of Lawrence City government or KU.

We plan to use a combination of type-III and saw-horse barricades to secure the campus course. Before the event, we would follow University policy in notifying faculty, students, University employees and the general public of the parking lots that will be closed during the event and to discourage overnight parking. It is not essential that vehicles left in parking lots be towed. Any vehicles that are parked in those lots listed above would have to remain parked until the conclusion of the event. These lots would be barricaded during the event to prevent vehicles from exiting. We also would work with KU Parking to provide

advance notification of no parking on the proposed race route. To maintain a safe race venue, we feel no vehicles should remain parked on the proposed race route.

Manpower

LSC will provide the necessary course marshals, who will manage those locations where police officers are not needed. We will also have course marshals positioned along the race route so we have complete view of the course. We have determined that we will need to have 85 course marshals and a minimum 6 police officers to safely manage the race route. The responsibilities of the course marshals on campus property will be to assist police officers if instructed; otherwise they will monitor the course and help maintain a safe and manageable race course.

Medical Services

Race organizers will contract with Lawrence-Douglas County Fire & Medical for EMT services during the race. LSC will also draw upon its network of medical professionals to offer race assistance to the EMTs.

Event Parking

Race organizers are currently working with the various greek houses on West Campus Road for permission to use their parking lots during this event. We will also encourage spectators and participants to use the public parking garage located near 13th & Oread Ave. We will be offering Robinson's locker rooms to race participants and will promote parking lot 90 as "Team Parking." It's not uncommon for teams to travel in vans pulling small trailers, and this parking lot offers plenty of room.

Race Information

We will use lead motorcycle officials for all race categories. With a staggered start, the length of the course can accommodate two groups at once. Cat 3, Cat 4, juniors, women and masters would be the groups that could be on the course at the same time. The men and women pro-ams would have the course to themselves. Men would race 6-8 laps depending on level of competition and time available. Women would go 30 miles.

Race Route

The proposed campus course is a 4.8 mile loop route starting and finishing in front of Strong Hall on Jayhawk Boulevard. Race participants would travel west on Jayhawk Boulevard and then head north on West Campus Road until Memorial Drive. They would turn right onto Memorial Drive and travel along Memorial to Mississippi until they reach 11th Street. Racers turn left onto 11th heading west to Missouri and then turn right onto Missouri, heading North on Missouri until they reach 9th Street. At 9th Street the race continues heading west using the two eastbound lanes all the way up to Emery Road. After the race participants turn left onto Emery Road they will head south to West Hills Parkway and from the Parkway around the curve to West Hills Terrace. From West Hills Terrace the race route would continue down West Campus Road past the Chi O Fountain to Naismith Drive. The race route would continue down Naismith Drive, merge onto Sunnyside heading east to Sunflower. After taking a right onto Sunflower, the route merges onto Indiana to 18th Street. Two quick left hand turns will take the cyclists off of 18th onto Louisiana Street heading north to Edgehill Road. Riders will wind up hill after making a right turn on Edgehill Road. At the top of Edgehill Road the race route continues up the private drive to the Outlook, around the Chancellor's residence to Lilac Lane, continuing on Lilac Lane to Jayhawk Boulevard. A left onto Jayhawk Boulevard will take the riders back to the starting line to complete the loop.

Neighborhoods

The Lawrence CVB has contacted the three neighborhood associations that have portions of their respective areas within the race route. These associations are Oread, West Hills and University Place. All three associations support the Tour of Lawrence, particularly Sunday's campus race.

Our strategy for handling vehicle traffic will be consistent for all three neighborhoods. We are requesting that the city grant us permission to designate all city streets that are part of the race route be posted as "No Parking". It is essential that we have these streets clear of vehicles during the race. Race organizers would control the flow and direction of vehicle traffic and not have a complete closure during Sunday's race. Please note that those portions of the streets within the race route would be posted "emergency parking only." But I believe most of these streets are already posted "No Parking", so this shouldn't pose a problem. In the Oread and University Place Neighborhoods we will encourage those homeowners on the race route who have alleys behind their homes to use them during the race to reduce or eliminate vehicle traffic on the race route. Those homes on the race route that do not have alleys will work with Course Marshalls and possibly local law enforcement to exit and return to their homes on a controlled basis. We would allow vehicles onto the course (going in the same direction as the cyclists) during the race when it is safe to do so. Included are traffic maps of each neighborhood. We also request that the city post no parking signs along the 1600 block of Louisiana and allow local traffic to travel in both directions during race hours. This would allow homeowners in this area to conveniently exit and return to their homes.

Race Start	Race End	Category	Distance	Duration
8:00	8:45	Juniors	15	0.75
8:05	9:20	Women's 3/4	20	1
9:30	10:30	Men's Cat 4/5	20	1
10:45	Noon	Masters	25	1.2
12:15	12:45	Kid's Race	Sprint	.5
1:00	2:30	Men's Cat 3	40	1.75
2:30	4:30	Women's Pro 1/2	50	1.75
4:45	7:30	Men's Pro 1/2	70	2.75

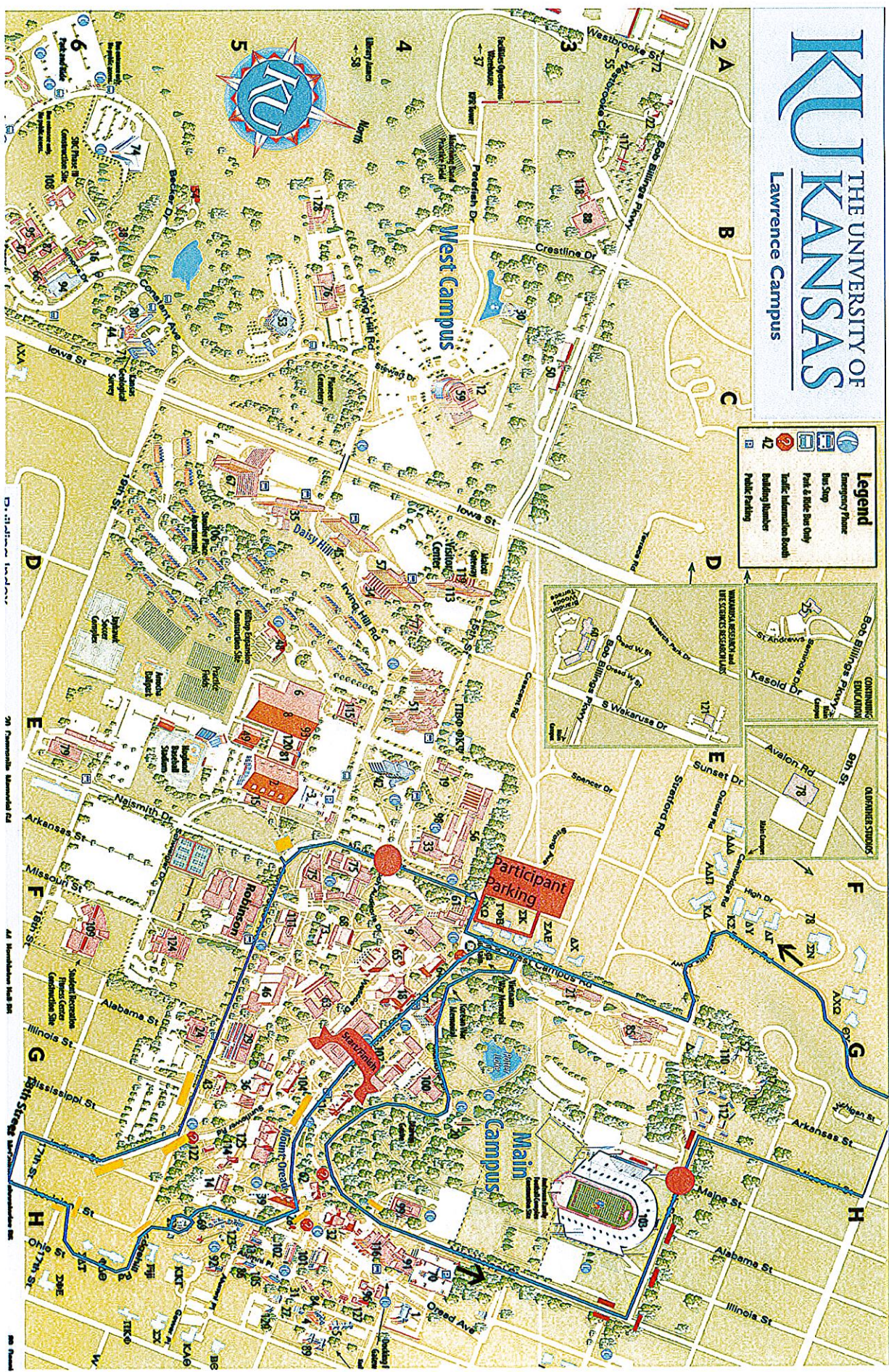
Final race schedule and categories will be determined by race registration.

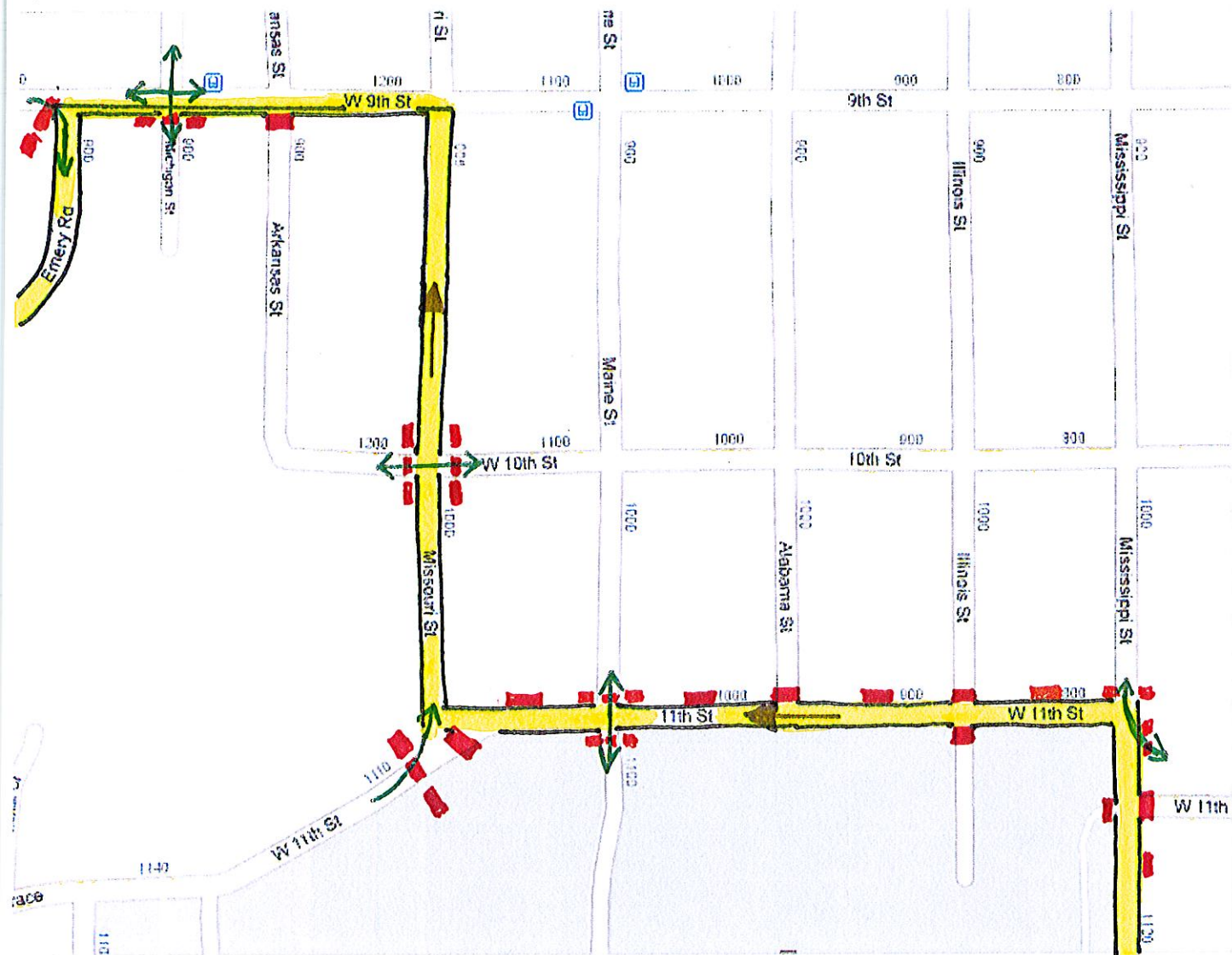
KU THE UNIVERSITY OF KANSAS

Lawrence Campus

Legend

- Emergency Phone
- Bus Stop
- Red & Blue Bus Only
- Traffic Information Booth
- Building Number
- Public Parking





Map #1 Oread Neighborhood

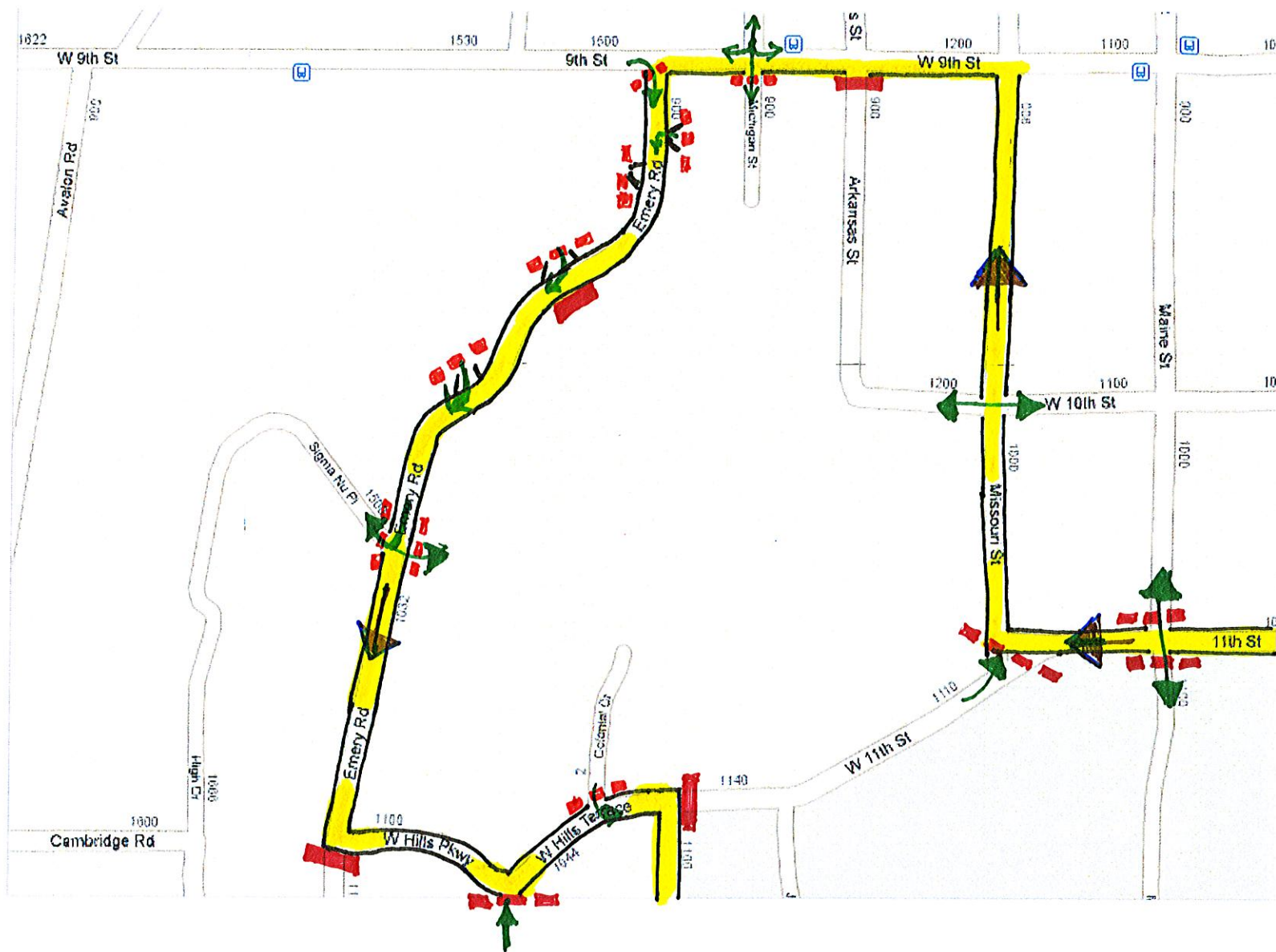
Notes:

Red Rectangles represent total street closure.

Broken Red Rectangles represent controlled intersections.

Green Arrows represent direction of vehicle traffic.

Dark or Brown Arrows represent direction of race.



Map #2 Oread\West Hills Neighborhoods

Notes:

Red Rectangles represent total street closure.

Broken Red Rectangles represent controlled intersections.

Green Arrows represent direction of vehicle traffic.

Dark or Brown Arrows represent direction of race.



Map #3 West Hills Neighborhood

Notes:

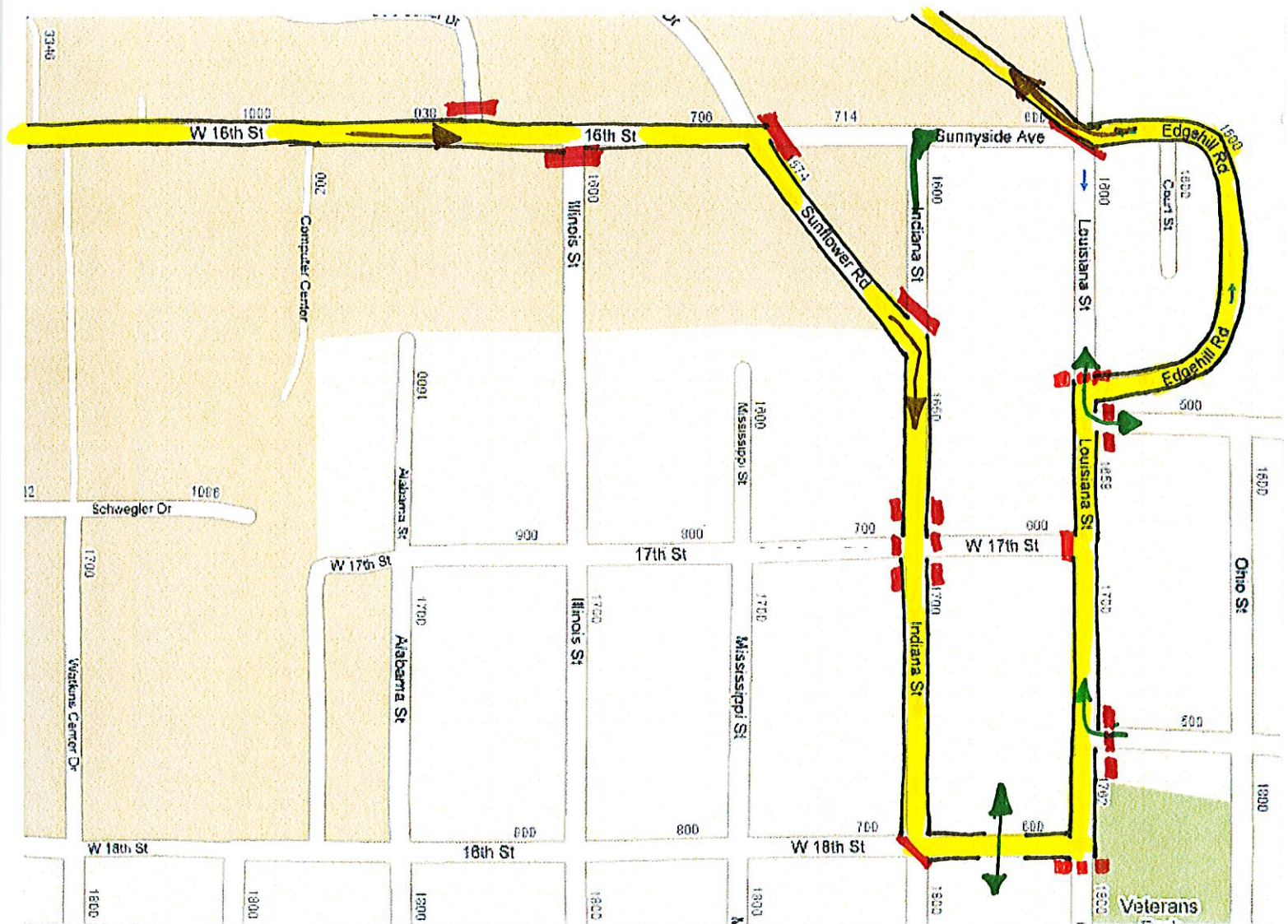
Red Rectangles represent total street closure.

Broken Red Rectangles represent controlled intersections.

Green Arrows represent direction of vehicle traffic.

Dark or Brown Arrows represent direction of race.

The Section of West Campus Road between Memorial Drive and the Chi Omega Fountain will be divided for bi-directional race traffic.



Map #4 University Place Neighborhood

Notes:

Red Rectangles represent total street closure.

Broken Red Rectangles represent controlled intersections.

Green Arrows represent direction of vehicle traffic.

Dark or Brown Arrows represent direction of race.