

DESTINATION MANAGEMENT, INC.

March 11, 2010

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 2-4, 2010.

Following last year's Tour of Lawrence schedule, Lawrence will feature a Friday evening Street Sprint, a Saturday Circuit race through KU's campus and adjoining neighborhoods, and the Criterium in Downtown Lawrence on Sunday. The Street Sprints and the Criterium will use last year's route, and the campus route is identical except for the smaller footprint the route takes in University Place Neighborhood. By placing the Tour of Lawrence downtown and on KU's campus, we are highlighting the best race venues Lawrence has to offer: The backdrop and amenities of downtown Lawrence, and the beautiful scenery and challenging riding available on the Hill.

We are committed to the July Fourth weekend because it represents a time when local hotel occupancy is historically very low. Last year our goal was to bring 400 competitors to Lawrence for the 2009 Tour of Lawrence. We attracted 317 cyclists from 16 different states last year. For 2010, our goal is to reach 600 cyclists.

In addition to the competitive cycling, we are expanding those activities that will be of interest to the Lawrence community. The Free Kids' Zone will be available on both Friday and Sunday, and the Free Kid's Bike Race will take place on Sunday morning. New for 2010 will be the Mass Street Mile Run on Sunday morning. This event will include three races: the men's open, the women's open and the 18 and under division and will start at 10 a.m.

As you review our request please consider two points. First, not a single member of the Tour of Lawrence organizing committee receives compensation for their time and talent. The only individuals receiving compensation are the USA Cycling officials whom we are required to bring in, the race announcer, and those cyclists who win prize money. Second, after sharing information with promoters from high-profile cycling events in the Midwest, we feel that this second year will help establish the event in the cycling community, and the Tour of Lawrence's third year will be our breakthrough year. We anticipate that we will not have to request the same level of Transient Guest Tax funds in future years..

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	Various elite teams	\$2,000	These funds would help secure commitments from various elite cycling teams by helping with their travel expenses.
Truss and Crowd Control Fence Rental	Orange Guy Fencing	\$5,000	Orange Guy would transport 3,300 linear feet of fencing and the finish line truss to Lawrence. Driver and truck would transport fencing and truss to each race venue over the Fourth of July weekend.
Race announcer	John Lefler	\$1,000	John Lefler is widely-recognized as one of the best race announcers in the country. John will bring a level of excitement to the event for spectators that is critical to the success of the race and bring 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.
Direct Mail	several entities	\$1,500	It is our desire to increase the direct mail efforts to licensed USAC riders throughout the Midwest by expanding into the Chicago land area and the Dallas/Austin markets.
	TOTAL	\$10,000	

TOUR OF LAWRENCE CITY SERVICES REQUEST

ACTIVITY	NUMBER	NOTES
Law enforcement	TBD	Adequate law enforcement support as determined by the Lawrence Police Department will be required for both the Friday, Saturday and Sunday events.. We will look to the LPD for direction on the necessary coverage for all three races.

EMT support	TBD	Again, we 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 Friday's Street Sprint & Sunday's Criterium Race.
Saw horse barricades	27	These sawhorse-type barricades will be placed in alleyways and surface lots for Sunday's Criterium.
Portable bleachers	2	Use of bleachers to create seating during Street Sprints & Criterium
Street cleaning	--	All city streets used in the Street Sprints, 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 17th & Illinois 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.