

**From:** [Bob Sanner](#)  
**To:** [Jonathan Douglass](#)  
**Subject:** 2011 KC MS 150  
**Date:** Tuesday, August 17, 2010 10:51:31 AM  
**Attachments:** [South Park Site Plan.jpg](#)  
[KC MS 150 Bike Route.xls](#)  
[KC MS 150 Operational Plan.docx](#)

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Good morning, Jonathan:

The Lawrence CVB is working with the Mid America Chapter of the National Multiple Sclerosis Society to have Lawrence designated the overnight location for its 2011 KC MS 150 Bike event on September 17, 2011. The KC MS 150 is the Mid America Chapter's largest fund raising event, with more than 1,800 riders participating. On September 17, the ride will start (see attached bike route) at Garmin International's parking lot in Johnson County, and the riders will travel west to Lawrence, ending at South Park for the day. Bike participants will resume their ride early Sunday morning by retracing their route back to Garmin.

The Mid America Chapter will be requesting a temporary right-of-way to close the section of Massachusetts between South Park and North Park Streets beginning on Friday, September 16, 2011, in order to consolidate both sides of South Park into a "Cycling Village." An additional temporary right-of-way request also will be made for the surface parking lot west of the Community Building and a portion of North Park Street. In addition to these temporary right-of-ways, the Mid America Chapter has entered into a rental agreement with the Parks and Recreation Department for use of South Park, the South Park Recreation Center and the Community Building. The Mid America Chapter will also be requesting a temporary alcohol permit for Saturday, September 17, 2011.

The Cycling Village will serve as the overnight site for the MS 150 event. Within this permitted area, live music, food vendors, bike storage, hospitality tents and overnight camping will occur. There will also be a strong demand for overnight lodging at Lawrence hotels. Based on past KC MS 150 events, this event has generated 500 room nights. Because the bike participants will "park" their bikes at the Community Building until Sunday morning, the LCVB will provide bus service for the riders staying at participating hotels.

On the behalf of the Mid America Chapter, The Lawrence CVB is asking the Lawrence City Commissioners to support this event as we finalize the site plan and the temporary Right-of-Way approval process. In addition to the City's support for the 2011 KC MS 150, the Mid America Chapter hopes the City will donate the services provided by Lawrence Police and Douglas County Fire & Medical during this event.

Attached you will find the event's time line, initial site plan and bike route. Thank you for considering our request.

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