

# DESTINATION MANAGEMENT, INC.

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April 5, 2011

**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 1-3, 2011

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 Campus Race and the Criterium will use last year's route, while the Street Sprint will be moved to New Hampshire between 7th and 9th Streets. 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 remain committed to the July Fourth weekend because it represents a time when local hotel occupancy is historically very low. In 2010, the Tour attracted 445 riders from 16 states, and brought thousands of community members to downtown Lawrence to witness and participate in the event. We enjoyed a healthy increase in riders from Colorado, Texas and the St. Louis area. These are important areas if the Tour of Lawrence expects to sustain itself in future years

In addition to the competitive cycling, we have created activities that will interest the Lawrence community. The Free Kids' Zone will be available on both Friday and Sunday, and the Mass Street Mile Run and the Free Kids' Bike Race will take place on Sunday morning.

New for 2011 is Heartland Community Health Center's association with the Tour of Lawrence. All net proceeds from the 2011 Tour of Lawrence will benefit the Center.

Included are the three race routes, the campus operation plan and a detailed outline of the expenses we propose to pay through a disbursement from the Transient Guest Tax Fund.