

# DESTINATION MANAGEMENT, INC.

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January 28, 2013

**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 June 28-30 , 2013

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 Sprint, Campus Race and the Criterium will use last year's route. By placing the Tour of Lawrence downtown and on KU's campus, we are once again 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.

With the July Fourth falling Thursday, we offer the Tour of Lawrence on the weekend before. In 2012, the Tour attracted 776 riders (up from 609 on 2011) from 16 states, and brought thousands of community members to downtown Lawrence to witness and participate in the event. We continue to enjoy a healthy increase in riders from Colorado, Texas and the St. Louis area. In fact, Kansas Cycling Association has named the Tour of Lawrence's Campus Race and Downtown Criterium as its Association's State Championships.

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 Free Kids' Bike Race will take place on Sunday morning.

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.