



eXplore Lawrence, formerly known as The Lawrence Convention and Visitor’s Bureau, is seeking transient guest tax funding to sponsor two NCAA events which will have a direct economic impact to the City of Lawrence and the industries that support these events (lodging, retail, restaurant, etc.). By partnering with Kansas Athletics to bring national and regional events to Lawrence and our premier facilities, the city stands to gain financially with increased travel and tourism dollars, but these events also help to build Lawrence’s resume as a community that can successfully host and promote sports and recreation events of an ever-increasing size, scope and scale. Kansas Athletics’ new track and field facility at Rock Chalk Park is one of only five IAAF-certified facilities in the country. With this certification, Lawrence and KU will now be able to bid on NCAA, USA Track and Field, AAU and NAIA championship-level meets.

eXplore Lawrence would encourage the city to consider establishing a policy on funding sports and recreation events, similar to events in this proposal, with a 33% contribution level through TGT funding. The 33% contribution should be based off of the event budget, less projected revenue. This allows the event to not only demonstrate the city’s willingness to host such events but also furthers an interest in seeking to bring events to Lawrence that attract and regenerate the TGT Fund, and support the local travel and tourism industry through increased hotel bookings and overall economic impact. For the NCAA events below, while there can be some revenue generated in association with the events below, the nature of the sports and NCAA limits on sponsorships, requires the majority of the expenses to fall on the host and/or the city.

November 13, 2015 – NCAA Midwest Cross-Country Regionals at Rim Rock Farm

Rim Rock Farm is regarded as one of the best cross-country race courses in the United States. Kansas Athletics has won the bid to host the NCAA Midwest Regional in November 2015. There will be approximately 70 teams (35 male, 35 female) from Division I universities across the Midwest. The event is expected to book 500 overnight hotel rooms (one-night and two-night stays) and approximately 200 regional/local travelers to the Lawrence area. The only revenue generated from this event will be from spectator parking. The estimated total direct spending calculated for this event is \$85,000.

Event	Total Participants at event (athletes, coaches, support staff, family, spectators)	Overnight Rooms (1 & 2 night stays)	Regional/Local Day Traveler	Event Budget	Est. Total Direct Spending	Est. Guest Tax Received	TGT Request
Midwest Regionals at Rim Rock	490 athletes 175 coaches & support staff Plus family and spectators	500	200	Total: \$27,200 Revenue: \$2,000 Expense: \$25,200	\$85,000	\$4,900	\$8,316 FY 2015

May 28-30, 2016 – NCAA Division I Men’s & Women’s Outdoor Track and Field

As stated previously, Rock Chalk Park’s outdoor track and field facility is one of only five IAFF Certified facilities in the country. With the completion of this facility, Kansas Athletics was able to bid on NCAA Division meets and has won the bid to host the Division I Outdoor Track and Field event. Similar events to this have been hosted and supported by other college communities including Jacksonville, Florida; Des Moines, Iowa; Eugene, Oregon; and Fayetteville, Arkansas. NCAA rules do not allow the university to charge for entry fees to other universities to participate in this event. The only revenue source for this event is ticket sales for spectators.

This event will be a three-day track meet with overnight guests staying five days in Lawrence hotels. Our partner hotel properties have already booked over 3,000 hotel rooms as part of this event. The estimated total direct spending for this event is \$ 1,025,000.

Event	Total Participants at event (athletes, coaches, support staff, family, spectators)	Overnight Rooms (5 night stays)	Regional/Local Day Traveler	Event Budget	Est. Total Direct Spending	Est. Guest Tax Received	TGT Request
NCAA Midwest Regional – Track and Field (Division I)	2,200 athletes 1,000 coaches and support staff Plus family and spectators	3,300	500	Total: \$222,440 Revenue: \$40,000 Expense: \$172,440	\$1,025,000	\$30,000	\$56,905 FY2016

July 24-30, 2017 – 2017 USA Track and Field Junior Olympic Championship

eXplore Lawrence would like to bid on the largest sporting event that our community has considered to date. The Lawrence Sports Corporation, an established non-profit subsidiary of eXplore Lawrence, is requesting financial support from the Lawrence City Commission to bid on, and ideally secure, the rights to host USA Track & Field’s 2017 National Junior Olympic Track & Field Championships. This 7-day event would be held at Rock Chalk Park July 24-30, 2017.

This youth national track championship would create a level of economic impact that Lawrence has never experienced from a special event. Other communities that have hosted this event have reported economic impact ranging from \$11 to \$17 million. In Jacksonville, Florida, the 2015 host of the JO Championship, officials reported 9,000 athletes plus family members, generating approximately 20,000 room nights and an economic impact of \$14 million.

USA Track & Field (USATF) is the national governing body for track & field, long-distance running and race walking in the United States. USATF encompasses the world's oldest organized sports, the most-watched events of Olympic broadcasts, the No. 1 high school and junior high school participatory sport, and more than 30 million adult runners in the United States. Led by President Stephanie Hightower and CEO Max Siegel, USATF is a volunteer-driven, not-for-profit organization with a staff of professional program administrators at the national office in Indianapolis.

The 2017 USATF National Junior Olympic Track & Field Championships (JO) is one of more than 50 championship events that USATF manages. The 2017 JO is a youth national track championship for boys and girls in six age groups, and the event spans seven days of competition: July 24–30, 2017. The age groups

include 7-8, 9-10, 11-12, 13-14, 15-16 and 17-18. The championship attracts an average of 9,000 athletes plus coaches and family members. Recent host cities, Jacksonville, Houston and Greensboro, have reported total hotel room nights ranging from 15,000 to 20,000 and have experienced economic impact of \$14 million, \$19 million and \$21.6 million respectively. Historically, athlete participation at this event is highest when the event occurs in the Midwest, followed by the East Coast. Athlete participation drops to lower levels when the event is on the West Coast. We project that the 2017 Championships will draw 9,500 athletes.

This event is awarded on a rotation basis to the East, Central or West Zones. In 2017 the Central Zone, which includes Kansas, will host. Previous Central Zone host cities are Des Moines, Houston, Omaha, and Wichita. The Central Zone is comprised of the following states: Arkansas, Alabama, Dakotas, Illinois, Indiana, Iowa, Minnesota, Missouri, Nebraska, Oklahoma, Tennessee, Texas, and Wisconsin.

USATF is very familiar with Lawrence. The Lawrence Sports Corporation has hosted the USATF track regional championships and National Junior Olympic Cross Country Championships at Rim Rock Farm. We have always had the meet management expertise and strong relationships with USATF, but what Lawrence has lacked was a true 400 meter track with the required amenities. Rock Chalk Park has changed all of this. Rock Chalk Park allows Lawrence to be in the conversation about hosting not only major collegiate events, but also non-university events like the USATF National Junior Olympic Track & Field Championships.

The Lawrence Sports Corporation is requesting that the Lawrence City Commission consider and approve a \$150,000 disbursement from the City's Transient Guest Tax fund over a three-year period. In order to bid and be awarded this National Championship, we would need to secure TGT funding of \$40,000, \$55,000 and \$55,000 respectively in the budget years of 2015, 2016 and 2017. The 2015 disbursement would allow the LSC to cover expenses including the \$25,000 bid fee, USATF site visit to Lawrence and the funds necessary to travel to Houston in December to make a formal presentation to the USATF membership. The LSC understands that the 2016 and 2017 disbursements are contingent upon Lawrence being awarded the event. Presuming Lawrence indeed hosts the 2017 USATF JO's, the city's support of \$150,000 would be 33%, or \$460,000, of our overall JO budget. The city's rate-of-return would be staggering based upon the economic impact of this National Championship on recent host cities.

eXplore Lawrence has already contacted other local convention and visitor bureaus in Topeka; Kansas City, Kansas; Overland Park, Shawnee and Merriam to provide hotel rooms for this event. If selected, this event would be a premier event for Lawrence, as well as northeast Kansas. To host the 2017 USATF Junior Olympics would be an economic draw and exciting opportunity to showcase Lawrence as a destination for sports and recreation events and competitions.

Event	Total Participants at event (athletes, coaches, support staff, family, spectators)	Overnight Rooms (7-9 night stay)	Regional/ Local Day Traveler	Event Budget	Est. Total Direct Spending	Est. Guest Tax Received	TGT Request
2017 USATF Junior Olympics	9,500 athletes 33,000 family and spectators Plus coaches and support staff	17,500 total in northeast Kansas, 9,000 rooms in Lawrence	1,000	Total: \$460,000 Revenue: \$460,000 Expense: \$460,00	\$11,000,000	\$90,000	\$150,000 Total FY2015- \$40,000 FY2016 - \$55,000 FY2017 - \$55,000

