

DESTINATION MANAGEMENT, INC.

February 8, 2012

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 29-July 1 , 2012

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 midweek, we offer the Tour of Lawrence on the weekend before. In 2011, the Tour attracted 609 riders 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 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.

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.