



Henri B. Marchand  
Director  
Office of Cultural Affairs and Special Events

TO: Eileen Donoghue, City Manager *EMD*  
FROM: Henri Marchand  
DATE: April 24, 2019  
RE: C. Cirillo - Req. City Mgr. have the proper department give the city council an update on the Tour de Lowell race.

Since our initial response to this motion, CASE has had several meetings with Tom Fitzmaurice, executive director of the Greater Merrimack Valley CVB who has connections to national racing organizations and Rachel Brown, an avid cyclist with knowledge of cycling race events and connections with local and regional cycling event organizers and with the New England Bicycle Racing Association (NEBRA) as well as others.

The purpose of the meetings has been to research the requirements and feasibility of creating such an event and explore interest on the part of professional race directors and/or organizing groups to undertake bringing a Criterion type race to downtown Lowell. With a busy Lowell events calendar and existing bike racing schedules, our research has also explored what date(s) would work so as to maximize rider participation and avoid impacting other annual events.

NEBRA provided valuable information, but do not themselves typically organize and promote events – an on-the-ground race director is needed, typically through a local racing club. There was some tentative interest from national organizing organizations however the cost to bring these competitions would be prohibitive.

We have continued to meet and have reached out to other groups, including specifically a racing group based nearer Boston, with some possible interest, however that group determined that a 2019 race would not be feasible. More discussion is necessary to determine a racer friendly route, costs and fees before any commitments are made. The model under consideration is one that is used for other events such as the Bay State Marathon and other races and festivals. The organizing group would carry out all race related elements with entry fees and sponsorships covering support costs including those incurred by the City for safety, route barrier set up and breakdown, cleanup, etc. CASE would work with organizers and City departments and the organizer to determine needs and minimize costs wherever possible.

We will continue to meet and have discussions with potential race organizing groups to secure a commitment by this fall in order to have ample time for them and the City to develop a new “Tour” event for the 2020 racing and events season.

Please let me know if you have any questions or would like additional information regarding this matter.