SUMMARY STATEMENT

ITEM NO.: PATCO-14-014  SUBJECT:  2014 City to Shore Bike MS Event at Woodcrest Station

COMMITTEE:         Operations & Maintenance

COMMITTEE MEETING DATE:   April 2, 2014

BOARD ACTION DATE:       April 16, 2014

PROPOSAL: That the Board permit the National Multiple Sclerosis Society to hold its Start and Finish of its annual City to Shore Bike MS event at PATCO’s Woodcrest Station parking lots on September 27 and 28, 2014, with DRPA/PATCO expenses to be reimbursed by the NMSS.

Amount: $16,500 (estimated)
(to be reimbursed by National Multiple Sclerosis Society)

PURPOSE: To obtain Board approval for National Multiple Sclerosis Society to hold its 2014 City to Shore Start and Finish at Woodcrest Station and for DRPA/PATCO to provide support services for traffic control and set up.

BACKGROUND: The National Multiple Sclerosis Society is hoping to hold its annual City to Shore Bike MS event on September 27-28, 2014. For more than twenty years, the event has been hosted at PATCO’s Woodcrest Parking lot. The ride is nationally recognized and is rated as one of the premier bike events in the country, attracting 7,000 cyclists. The $5.9 million raised through the 2013 event was the most successful City to Shore fund raiser in the 34 years of this event’s history. This initiative supports MS research and programs by generating more than half of the annual revenue for the regional branch of the MS Society. Planning for the event is a year-long activity, during which the MS Society advertises the Woodcrest Station as its event venue. DRPA/PATCO supplied services are key to the success of the event. It would be extremely challenging to hold the event in 2014 if the Woodcrest Lots were not available, as this is an ideal location with ample parking, access from Interstate Route 295, and access via train.

In promoting its event, the MS Society would also promote PATCO, including television and radio coverage. This event was highly visible and demonstrated PATCO’s support of the community.

This event generates approximately 1,000 rides on the train as cyclists and volunteers come to the bike event’s Start early on Saturday morning.
DRPA/PATCO have estimated costs as well as the additional ridership revenue associated with this event. The net cost is approximately $16,500.

Staff is seeking authority to permit the National Multiple Sclerosis Society to hold their event on the site on September 27 and 28, 2014. DRPA/PATCO will track its costs and ridership and submit the net cost to the National Multiple Sclerosis Society for reimbursement.

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<tr>
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<tbody>
<tr>
<td><strong>Amount:</strong></td>
<td>$16,500 (to be reimbursed by National Multiple Sclerosis Society)</td>
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<tr>
<td><strong>Source of Funds:</strong></td>
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<td><strong>Capital Project #:</strong></td>
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<td><strong>Master Plan Status:</strong></td>
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<td><strong>Other Parties Involved:</strong></td>
<td>National Multiple Sclerosis Society</td>
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RESOLUTION

RESOLVED: That the Board authorizes DRPA/PATCO to provide support services for the City to Shore Bike MS event on September 27 and 28, 2014 at the PATCO Woodcrest Station with the net costs to be reimbursed by the National Multiple Sclerosis Society.

SUMMARY:

Amount: $16,500 (to be reimbursed by National Multiple Sclerosis Society)
Source of Funds: N/A
Capital Project #: N/A
Operating Budget: N/A
Master Plan Status: N/A
Other Fund Sources: N/A
Duration of Contract: N/A
Other Parties Involved: National Multiple Sclerosis Society

JDR/kd
PATCO