

WHEREAS, the City of Lexington, KY ("LOCALGOV"), and My City Bikes ("MCB") have come together to collaborate and to host one (1) Life is a Cycle™ group bicycle ride event; and

WHEREAS, the partners listed above have agreed to enter into a collaborative agreement in which MCB will be the lead agency, and the named agencies will be partners in this event; and

WHEREAS, the partners herein desire to enter into a Memorandum of Agreement setting forth the services to be provided by the collaborative;

I) Description of Partner Agencies

MCB specializes in direct-to-consumer digital bicycle/pedestrian events, maps, mobile applications, and active tourism routes for local communities to show residents and visitors how to access the community by bicycle or by foot. The mission of MCB is to help people discover better health and quality of life through biking.

LOCALGOV represents local government in the community where the Life is a Cycle™ event will be held. Departments involved in this collaboration may include and are not limited to: planning, transportation, recreation, parks, police, and administration.

II) History of Relationship

The collaboration between MCB and LOCALGOV to host a Life is a Cycle™ group bicycle ride event is a new partnership. Reservation of a community's participation as a 2017 Life is a Cycle™ group bicycle ride event destination is limited and contingent upon the partnership between LOCALGOV and MCB.

Additional event partners including governments, businesses, organizations, sponsors and vendors ("Third Parties") involved in Life is a Cycle™ activities are subject to verification and approval by MCB. Recommendation and/or referral of Third Parties may be submitted to MCB for approval in writing via email to events@mycitybikes.com. MCB reserves the right to decline participation privileges to any Third Parties at its sole discretion.

Short Term Goals of the Collaboration:

- Host a community group bicycle ride event that is inclusive of all ages and abilities; and
- Provide experiential learning about local bicycling through strategic ride route planning.

Long-Term Goals of the Collaboration:

- To mobilize local residents to use their bicycle regularly for transportation and/or fitness; and
- To improve the safety of cyclists and drivers through increased awareness and lawful use of local roadways.

III) Development of Event

Life is a Cycle™ is a group group bicycle ride event created and developed by MCB. The Life is a Cycle™ experience is 100% owned by MCB.

IV) Roles and Responsibilities

It is hereby agreed by and between the partners as follows:

MCB is responsible for:

1. Managing event website
2. Securing event sponsors
3. Managing participant registration
4. Selecting and training ride leaders
5. Coordinating route planning
6. Coordinating earned media
7. Providing marketing materials
8. Enforcing safety standards and quality control

LOCALGOV is responsible for:

1. Reserving park for start/finish
2. Applying and paying for all necessary permits
3. Participating in route planning
4. Engaging key community stakeholders
5. Promoting the event
6. Participating in media interviews
7. Attending the ride

V) Timeline

The roles and responsibilities described above are contingent on LOCALGOV submitting registration and \$250.00 fee by June 30, 2017. Responsibilities under this Memorandum of Agreement would coincide with the program period, from 07/01/2017 through 08/01/2018.

Anthony Douglas

Name of Company Representative



Signature of Company Representative

August 10, 2017

Date

Name of Sponsor Representative

Signature of Sponsor Representative

Date