

# Memorandum

**TO:** Dave Corliss, Interim City Manger

**FROM:** Bob Schumm, Schumm Foods  
Robert Oderkirk, DLI President  
Maria Martin, Southwest and More  
Rick Marquez, DLI Director  
Judy Billings, Convention & Visitors Bureau  
Mark Swanson, Hobbs

**CC:** Debbie Van Saun, Assistant City Manager  
Chris Stewart, Assistant Director of Utilities

**Date:** May 8, 2006

**RE:** Marketing Support for Downtown Lawrence Waterline Improvement Project

## **Proposal Summary**

The project marketing planners (Downtown Lawrence Inc. (DLI), Downtown merchants, Convention and Visitors Bureau) have designed a marketing plan in the amount of \$68,500 and are seeking help from the City in the amount of \$48,100 with a \$20,400 pledge from DLI. In preparation for a total of 100 project days (starting May 22 to completion date of September 18), a marketing plan was drafted with the goals of creating a positive experiences for Downtown visitors; providing convenience during the visits and building a desire for visitors to be Downtown.

The requested funding support from the City of Lawrence is equal to 3.1% of the Waterline Improvement Project total budget.

## **Project Targeted Audiences**

- Current regular shoppers
- First time out of town visitors
- Repeat out of town visitors
- New Lawrence community shoppers

## **Project Challenges**

- Parking
- Ease of entry for community shoppers
- Improving perception of image:
  - Cleanliness
  - Beautification
  - Safety
- Awareness of retail variety

## **Marketing Support Project Budget**

<b>Total Marketing Budget:</b>	<b>\$68,500</b>
City of Lawrence Support	\$48,100
Downtown Lawrence Inc. Contribution	\$20,400

## **Marketing Budget Categories**

### **Events**

Budget: \$ 3,500

- Welcome to Summer
- Sidewalk Sale Enhancement
- Back to School

Events will be coordinated and implemented by DLI.

### **Signage**

Temporary way finding signs (4 signs)

Budget: \$ 2,100

Signs will be placed near road closed barricades during periods these lanes are closed. Signs will direct drivers and pedestrians through construction area and to all parking locations. Signs will be implemented by DLI.

### **Advertising**

Budget: \$56,500

Local and regional print/broadcast/radio/web

- Advertising messages: 1) Downtown Lawrence; 2) specific businesses through cooperative advertising opportunities; 3) benefit of the waterline improvement project for our community.

The Convention & Visitors Bureau and DLI will implement and coordinate ad development and media buy.

City of Lawrence (\$42,500)

- City funds will subsidize development and buys with three levels of participation by Downtown merchants.

Downtown Lawrence Inc. (\$14,000)

- DLI will provide \$4,000 of DLI's 2006 advertising budget.
- Advertising opportunities for cooperative ads will be available to all businesses in Downtown Lawrence with a goal of \$10,000 in cooperative advertisement.

### **Staffing**

Budget: \$6,400

During the Downtown Waterline Improvement Project, the DLI Director will work to coordinate various aspects of the marketing project including coordination of cooperative efforts of the campaign, signage implementation, and events planning and implementation.