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CITY MANAGERS OFFICE
LAWRENCE, KS

October 11, 2007

David Corliss, City Manager
City Hall
P. O. Box 708
Lawrence, KS 66044

Re: 2007 3rd Quarter DLI Report

Dear David: *Dave*

We have been busy over the past quarter promoting Downtown Lawrence and staging new community events. I have listed a few of the details.

Community Events

Our inaugural Downtown Lawrence Film Noir Festival continued throughout the summer and was a great success. The marketing potential of the festival was recognized by several parties resulting in sponsorship and participation inquiries for the remainder of the festival and into next year. Every film was attended by anywhere from 250 to 400 people. We surveyed the final audience and gained some great insight in to how we can improve the festival for next year. Duane Peterson from Parks and Recreation did an outstanding job and we continued to have strong financial and promotional support from Downtown businesses.

Downtown Lawrence Business Plan

Our planning committee has continued to work on topics that are vital to the long-term success of Downtown Lawrence. Our new director, Jane Pennington, met with representatives from the Library and attended the City Commission study session in August. We have continued to cultivate discussion among the businesses regarding the NRA plan proposed by the City. We invited John Miller and Scott Wagner to make a presentation to the General Membership Meeting in September. The General Membership meeting was well attended and also featured Shirley Martin-Smith who shared the housing vision developed by the CCH and Will Katz of the KU Small Business Development Center spoke about the services they can provide to member businesses.

Downtown Marketing

The 2006 Downtown Lawrence Map and Visitor Guide continued to be much in demand with email requests for maps from California, Illinois and Rhode Island. Supplies were replenished in the Visitor Center, KU Visitor Center, member merchants and Douglas County Bank for distribution with gift certificates. A new seasonal map has been in development for several months with plans to print two to four times each year. The

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first holiday edition should be ready for distribution prior to Thanksgiving. A second edition that will be distributed beginning in January 2008 through July 2008 is also being prepared. Printing two editions of the map at the same time has greatly reduced our printing costs and will enable us to spend more on distribution. We have continued with local newspaper and television programs and will gauge success from those through contact with Downtown business owners. Events such as the Film Noir Festival have also served to promote and market Downtown as a community destination. Plans are in the works to offer additional activities and enhancements to Santa's Rescue and the Christmas Parade to bring more local residents Downtown. We will continue with this marketing plan; mass media advertising, directed marketing, and community events. All of these marketing programs have been funded in part through participation with Downtown businesses.

New Director

The new director, Jane Pennington is in place and has been busy getting to know members as well as other stakeholders. She has drafted a work plan for 2008 around which discussions for revisions to our contract with the City for Outside Agency Funds will take place. She has been working with the KU Homecoming Committee to plan events leading up to and through Homecoming weekend and is developing plans to expand the activities surrounding Santa's Rescue and the annual Christmas Parade. She has also initiated discussions with members of the Arts Roundtable to develop a visual arts related event for Downtown.

I have attached our current financial statement for your review.

Sincerely,



Chris Burger
President
Board of Directors
Downtown Lawrence, Inc.

cc: Diane Stoddard
Cynthia Boecker