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**CITY MANAGERS OFFICE  
LAWRENCE, KS**

March 4, 2009

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

Re: 2008 4th Quarter DLI Report

Dear Dave:

While the economy continues to challenge us all, DLI is diligently working to keep Downtown Lawrence in the forefront. Here are some highlights from the 4<sup>th</sup> Quarter of 2008.

**Membership Expansion & Retention**

- Communication – More and more people are joining the mailing list for the weekly enews and our statistics on openings, click throughs and forwards are climbing.
- Membership Campaign – We finished 2008 with a total of 115 members which reflected an 89% renewal rate on 2007 members, 15 new members and 4 lapsed members that returned. In December, we launched our renewal campaign and closed the year with 29 renewals and 4 new members.

**Coop Promotional Projects**

- Downtown Map and Visitor Guide – The latest versions of the map were printed and 10,000 of the holiday version were distributed with the November issue of Spaces Magazine in selected zip codes in Johnson County and parts of Kansas City, Missouri. The remainder of the holiday version was distributed to member stores. The year-round version was distributed in bulk to the Lawrence Visitor Center, KU Visitor Center and to Douglas County Bank for distribution with gift certificates, and in December, member supplies were replenished.
- Periodic Promotions – Holiday season advertising appeared in the LJ World and its regional publications as well as the Ottawa Herald, Spaces Magazine and Lawrence Magazine and we had a significant radio presence on KPR. We have a very active marketing and Promotions committee that meets monthly and continues to explore new areas for promoting Downtown. We are working on a new radio campaign with Great Plains Media (Lazer, KLWN et al) that will feature a Downtown jingle “donut” of which members can purchase the “hole” to promote their sales or every day values.

David Corliss

November 11, 2008

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### **Community Events and Downtown Activities**

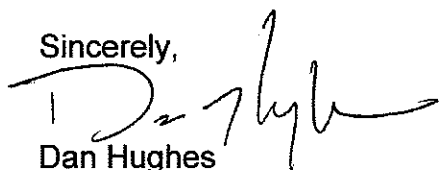
- Holiday Lighting and Santa's Arrival – While the weather was very cooperative, KU Basketball was not and was likely responsible for a slightly smaller crowd. We repositioned the stage to reduce the time it took for Santa to get from the truck to the stage and tweaked the positioning of the speakers which resulted in better sound quality. As always, City staff members were very helpful in coordinating the switching on of the lights and Santa's rescue.
- Film Festival – Some initial planning has taken place including decision about programming and discussions with the property owner. The 2009 festival will expand to 6 films featuring Katharine Hepburn and Spencer Tracy. Preliminary discussions indicate that in spite of the property being under an option contract, chances are good that we will be able to have the 2009 festival in the same location.
- Busker Fest 2009 – With the overwhelming success of the first Busker Fest, discussion are already underway to present the event again in August 2009. The organizers have some great ideas to expand promotion of the event regionally and improve production values with covered performance areas and national/international performers.

### **Business Development Assistance**

- Quarterly newsletter – A December issue of the newsletter was published and distributed to all Downtown businesses including some additional membership information for non-member businesses. At least two new members resulted from the newsletter.
- Centralized Database – Data collection continued. A format for the database was designed and data entry has begun.

Please let me know if you have any questions. I have attached our year-end financial statement for your review.

Sincerely,



Dan Hughes  
President  
Board of Directors

cc: Diane Stoddard  
Cynthia Boecker