

September 30, 2009

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

Re: 2009 2<sup>nd</sup> Quarter DLI Report

Dear Dave:

The DLI Board has continued to encourage more cooperation and communication among members and non-members in an effort to create a better sense of community that will ultimately strengthen Downtown Lawrence. Here are some highlights from the 2<sup>nd</sup> Quarter of 2009.

#### **Membership Expansion & Retention**

- Communication – The mailing list for the weekly e-news continues to grow and our statistics on openings, click-throughs and forwards are climbing. More members are submitting news items for inclusion
- DLI Breakfast Club – The informal monthly gatherings staged at various member business locations continue to be good opportunities for networking and connecting members to share concerns, provide encouragement and stay abreast of developments. We tend to have the same core group in attendance and we are exploring ways to motivate more people to attend.
- Membership Campaign – In spite of tough economic conditions, we have had a great retention rate for members. At the close of the 2<sup>nd</sup> Quarter, we had reached an 83% retention rate with 99 new, returned or renewed members.

#### **Promotional Projects**

- Downtown Directory – Member response to the new Directory format has been very positive and ad sales are progressing nicely. The Directory is on track for publication and distribution in the 3<sup>rd</sup> quarter.
- Co-op Advertising Opportunities – We continue to work with Spaces and KC Ink Magazine to offer co-op advertising opportunities to members. Some dissatisfaction with development of the radio campaign with Great Plains Media (Lazer, KLWN et al) led us to cancel our contract and rethink that investment.

- Periodic Promotions – Sidewalk Sale ads were designed and scheduled for various print and radio outlets. The new Independence, Inc. fund raising event in which they sold a reusable grocery bag filled with coupons from Downtown merchants that were good for the weekend of May 16<sup>th</sup> & 17<sup>th</sup> was very successful and they plan to do it again in 2010. We continued to work with Sunflower Broadband on a “Where’s Broadband Man?” promotion. The contest will require participants to visit member businesses to locate a Broadband Man bobble head doll. Member businesses were anxious to participate by donating gift certificates and hosting a bobble head doll.
- Website – DLI staff has been adding content and experimenting with the many features that are available with the Niko Software content management service. Feedback on the new site has been very positive.
- Social Networking – DLI staff has established a Facebook page for Downtown Lawrence that has over 3,000 fans so far. Periodic postings are being made and staff continues to explore how best to utilize this new media.

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

- Film Festival – Sponsorship solicitations were fairly successful given the economic climate. The request to the Kansas Arts Commission was successful which opens the door to a great resource for the Festival. The program for 2009 was set with films featuring Katharine Hepburn and Spencer Tracy. The series was expanded from five films to 6 with two each in the months of June, July and August. A new Festival logo was developed along with posters and flyers for advertising the event and sponsors have been generous in donating items for the pre-screening prize drawings. The first two films were very successful with a marked increase in attendance and very positive feedback with regard to the film choices.
- Busker Fest 2009 – Sponsorship solicitations and planning continued through the 2<sup>nd</sup> quarter with great enthusiasm among member businesses. A major sponsor was secured and, as you know, the City provided some funding from the Guest Tax Reserve. A number of new, nationally known artists have committed to coming for the weekend.
- Dogtoberfest – Finding sponsors for this new event has proven to be difficult prompting the board to consider postponing until next year. A deadline of July 31<sup>st</sup> has been established to have a certain level of sponsorships secured. If that goal cannot be met, the event will be postponed.

Dave Corliss  
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Please let me know if you have any questions. I have attached our current financial statement for your review.

Sincerely,

Dan Hughes  
President  
Board of Directors

cc: Diane Stoddard  
Cynthia Boecker