



October 23, 2009

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

RECEIVED
OCT 26 2009
CITY MANAGERS OFFICE
LAWRENCE, KS

Re: 2009 3rd Quarter DLI Report

Dear Dave:

First, let me thank you for attending the Member Breakfast last week. I felt like we had a good discussion and look forward to seeing some changes to the panhandling ordinance. The idea of a Downtown task force is especially appealing and we will help in any way that we can to get the right mix of people on that committee.

The 3rd Quarter has proven to be a validation of our efforts to encourage more cooperation and communication among members and non-members. I think the turnout for yesterday's meeting speaks for itself as far as a greater sense of community that will ultimately strengthen Downtown Lawrence. Here are some other highlights from the 3rd Quarter of 2009.

Membership Expansion & Retention

- Communication – The Tuesday Tidings has morphed into the Downtown Digest to give us more flexibility to respond to breaking news and to spread information provided by members to all interested parties.
- 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 – At the close of the 3rd Quarter, we had reached a 99% retention rate with 115 new, returned or renewed members.

Promotional Projects

- Downtown Directory – The Directory went to press as planned and the resulting product is even better than we anticipated. The new, more compact size and multi-page booklet format is far more user-friendly than our initial publications and will undoubtedly result in users holding on to the Directory to continually refer back to it.

- Co-op Advertising Opportunities – Most of these co-op programs have been put on hold temporarily due to members' tight budgets. When cash loosens up a bit we will pick up where we left off with Spaces and Ink and are looking at adding some other publications.
- Periodic Promotions – The Broadband Man Scavenger Hunt launched September 18th with strong support from Sunflower Broadband and LJWorld. We are gathering feedback from participants to weigh if we want to do it again and how we would tweak the program for better participation.
- Website – We continue to get good feedback on the new website and are pleased with its performance as a gift certificate portal.
- Social Networking – The Downtown Lawrence Facebook page has topped 3,500 fans. We have adjusted some settings to allow more postings by members and the general public. Opening the posting to fans will result in more frequent postings and better saturation.

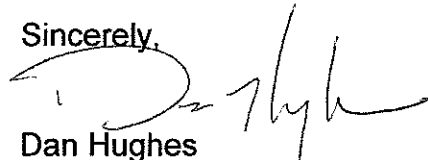
Community Events and Downtown Activities

- Film Festival –Attendance for the final 4 films was very strong and the audience feedback has been very positive. The switch from all Film Noir to a larger variety of genre with a central theme has been well received. We have had some initial discussions about seeking a naming sponsor like Turner Classic Movies for next year which could allow for further expansion of the festival.
- Busker Fest 2009 – The second annual Busker Festival was a great success. The staging modifications for better lighting and expanded audience areas, along with additional amenities like market umbrellas for shade and a limited number of food vendors proved to enhance the audiences' experience and validate the investment in lighting and umbrellas. The scheduled entertainers were enthusiastic and animated and really kept the crowds engaged. The crowds were significantly larger than the first year and the added Children's Stage at the Library was a great success.
- Dogtoberfest – The July 31st deadline passed without securing a major sponsor so the board postponed the event until next year. Staff will begin solicitation efforts for a major sponsor during the 4th quarter in hopes of getting into sponsors 2010 budget cycle.

Dave Corliss
October 21, 2009
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Please let me know if you have any questions. I have attached our current balance sheet and P&L for your review.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Hughes", written over the word "Sincerely,".

Dan Hughes
President
Board of Directors

cc: Diane Stoddard
Cynthia Boecker

Downtown Lawrence, Inc.
Balance Sheet Prev Year Comparison
As of September 30, 2009

	<u>Sep 30, 09</u>	<u>Sep 30, 08</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
Firststar CD matures 11/10/2008	0.00	6,118.52	-6,118.52	-100.0%
FIRSTAR OPERATING ACCT 4960	2,359.21	4,600.55	-2,241.34	-48.7%
In-kind Exchange	661.00	0.00	661.00	100.0%
ING Direct	25,759.83	35,270.63	-9,510.80	-27.0%
Paypal	255.74	0.00	255.74	100.0%
Total Checking/Savings	29,035.78	45,989.70	-16,953.92	-36.9%
Accounts Receivable				
Accounts Receivable	7,017.74	6,869.24	148.50	2.2%
Total Accounts Receivable	7,017.74	6,869.24	148.50	2.2%
Other Current Assets				
Cash Basis A/R Adjustment	27.88	16.48	11.40	69.2%
Total Other Current Assets	27.88	16.48	11.40	69.2%
Total Current Assets	36,081.40	52,875.42	-16,794.02	-31.8%
Fixed Assets				
Accumulated Depreciation	-758.53	-22,117.00	21,358.47	96.6%
Plant, Property & Equipment	1,098.34	30,703.34	-29,605.00	-96.4%
Total Fixed Assets	339.81	8,586.34	-8,246.53	-96.0%
TOTAL ASSETS	<u>36,421.21</u>	<u>61,461.76</u>	<u>-25,040.55</u>	<u>-40.7%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	-154.00	-154.00	0.00	0.0%
Total Accounts Payable	-154.00	-154.00	0.00	0.0%
Other Current Liabilities				
FICA & Fed W/H Payable	0.00	617.08	-617.08	-100.0%
KS & Fed Unemployment Payable	368.80	-512.46	881.26	172.0%
KS W/H Payable	0.00	266.79	-266.79	-100.0%
Total Other Current Liabilities	368.80	371.41	-2.61	-0.7%
Total Current Liabilities	214.80	217.41	-2.61	-1.2%
Total Liabilities	214.80	217.41	-2.61	-1.2%
Equity				
Fund Balance	19,486.90	45,332.83	-25,845.93	-57.0%
Opening Bal Equity	55.96	0.00	55.96	100.0%
Net Income	-13,778.48	-15,055.51	1,277.03	8.5%
Total Equity	5,764.38	30,277.32	-24,512.94	-81.0%
TOTAL LIABILITIES & EQUITY	<u>5,979.18</u>	<u>30,494.73</u>	<u>-24,515.55</u>	<u>-80.4%</u>