



April 6, 2010

RECEIVED
APR 06 2010
CITY MANAGERS OFFICE
LAWRENCE, KS

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

Re: 2010 1st Quarter DLI Report

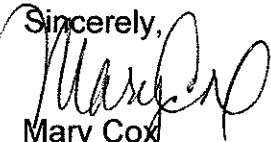
Dear Dave:

At long last, Spring! We thought it would never come. Mass Street is looking as lovely as ever thanks to the Parks and Rec department plantings. They do a great job.

It is hard to believe that we have already finished the 1st Quarter of 2010. From all reports, the holiday shopping season was better than '08 and most merchants are looking forward to continued growth in sales.

I am attaching the 2010 Master Director's Report along with a balance sheet and the P&L for the 1st quarter to keep you apprised of our activities. Please let me know if you have any questions.

Sincerely,


Mary Cox
President
Board of Directors

cc: Diane Stoddard
Cynthia Boecker Wagner

2010 MASTER

Membership Expansion & Retention	Activities	Accomplishments																																				
Communication Periodic Member Breakfasts	Downtown Digest	Published 1,8, 1,15, 1,22, 1,29, 2,5, 2,12, 2,19, 2,26, 3,5, 3,12, 3,22, 3,29																																				
	February Breakfast	Recruited location (Library), planned agenda (Social Media) invited speaker (Heather Braun, NEKLS) Executed Breakfast – great turnout and good feedback, discussed potential future subjects at Library																																				
	March Breakfast	Recruited location (Arts Center), planned agenda (Arts Center), arranged speaker (Susan Tate), Executed Breakfast – many new faces, good discussion about potential monthly art event																																				
	April Member Meeting	Set date, began discussion of agenda, finalized agenda, recruited speakers and panel participants, created and mailed invitations, received RSVPs																																				
Membership Campaign	Current Tally	<table><tr><th>Date</th><th>'10 New</th><th>Renewed</th><th>Total</th><th>LYBUNT*</th><th>SYBUNT**</th></tr><tr><td>3.31.10</td><td>9</td><td>79</td><td>88</td><td>31</td><td>16</td></tr><tr><td>2.28.10</td><td>8</td><td>66</td><td>74</td><td>44</td><td>16</td></tr><tr><td>1.31.10</td><td>8</td><td>63</td><td>71</td><td>48</td><td>16</td></tr><tr><td>12.1.09</td><td>5</td><td>113</td><td>118</td><td>11</td><td>7</td></tr><tr><td>Percent</td><td></td><td>69</td><td>74</td><td></td><td></td></tr></table>	Date	'10 New	Renewed	Total	LYBUNT*	SYBUNT**	3.31.10	9	79	88	31	16	2.28.10	8	66	74	44	16	1.31.10	8	63	71	48	16	12.1.09	5	113	118	11	7	Percent		69	74		
	Date	'10 New	Renewed	Total	LYBUNT*	SYBUNT**																																
3.31.10	9	79	88	31	16																																	
2.28.10	8	66	74	44	16																																	
1.31.10	8	63	71	48	16																																	
12.1.09	5	113	118	11	7																																	
Percent		69	74																																			
Website		Explored addition of revolving banner and sidebar ad space Coordinated addition of banner and sidebar space, made initial inquiries to sell space																																				
Gift Card Program Gift Registry	Research	Created banner and sidebar ads for Film Festival and Gift Certificates Met with Store Financial, checked references. Met w/ Jill Hoffman, talked to Niko, met again with Jill Hoffman, explored existing free gift registry sites																																				
	Activities	Accomplishments																																				
Coop Promotional Projects Periodic Promotions	Advertising	Met with UDK, KCStar (Spaces, Star, KC.com, Ink), Lawrence Kids, LJ World to negotiate rates and annual contracts. Met with new designer to discuss direction for 2010. Coordinated design of ads for Spaces, Living in Lawrence, KU Visitor Guide, negotiated contract with Living in Lawrence, worked with new designer on new look and message. Continued discussions re: new look and message, coordinated design of ads for Lawrence Kids																																				
	Shopping promotion	Developed mock-up for "Passport to Savings", discussed with Anne @ CVB																																				

2010 MASTER

Community Events and Downtown Activities Film Festival	started recruiting participants Worked with Chamber and KAI on co-marketing for KU Relays and Spring Scrimmage. Finalized offers for Relays and Scrimmage coupon flyers, recruited offers for Passport	Activities
	Accomplishments	
Seasonal Ice Skating Rink	Sponsorship Finalized TCM proposal and delivered to contact Contacted owners for permission, established tentative schedule and program Developed schedule and sponsorship marketing materials, submitted KAC Grant application	
	Facilities Met with Ice Rink Event rep to look at potential sites and discuss pros and cons. Met with Corliss, discussed with Hecker Held Economic Development exercise with PICE Project class, they showed great enthusiasm, discovered "synthetic ice rinks" and began exploring as alternative, contact Fire and Medical to discuss possible 8 th street location	
Buskerfest 2009	Sponsorship Reviewed Richard's proposal and discussed prospects Worked with Renner on grant applications. Updated website information.	
Dogtoberfest 2009	Sponsorship Began draft proposal to Hill's Discussed with committee Contacted by vendors to discuss their leadership on event	
Final Fridays Gallery Walk	Collaboration Met with Susan Tate Discussed with Special Event Committee, submitted grant applications to KAC and LCAG	
Urban Culture Project	Collaboration Met with Charlotte Street Foundation to discuss model for gallery and studio space in vacant buildings	
Anti-Panhandling Community Education Campaign	Met with Corliss re: City involvement, researched Atlanta's campaign, outlined local effort Continued research Submitted request to City Commission for City participation	
Business Development Assistance Centralized Database	Accomplishments Continued collection and replenishment of pads and data entry.	Activities
Other	Accomplishments	Activities

2010 MASTER

City Funding	Reporting	Started 4th quarter report
2010 Budget & Financials		Worked on 4th quarter report
		Worked on 4th quarter report
		Revised draft budget, Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, started doing payroll and reconciling operating account, created and delivered Accountants copy of Quickbooks data.
		Revised draft budget and entered into QB, Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, payroll and reconciling operating account
		Finalized budget and edited in QB, Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, payroll and reconciling operating account
		Delivered signed agreement
		Wrote and distributed minutes, agenda, followed up with County Appraiser for square footage, discussed health insurance options with Willis HRH.4/6/2010
		Reviewed and distributed minutes, agenda.
		Represented Board at Planning Commission re: LCS new location, reviewed and distributed minutes, created agenda.
Cottonwood Partnership Board Support		

11:25 AM
04/06/10
Cash Basis

Downtown Lawrence, Inc.
Balance Sheet
As of March 31, 2010

	<u>Mar 31, 10</u>
ASSETS	
Current Assets	
Checking/Savings	
Do.Co Gift Cert 990205	44,615.00
FIRSTAR OPERATING ACCT 4960	-2,202.35
In-kind Exchange	661.00
ING Direct	32,782.04
Paypal	1,340.49
Total Checking/Savings	77,196.18
Accounts Receivable	
Accounts Receivable	-15.00
Total Accounts Receivable	-15.00
Other Current Assets	
Cash Basis A/R Adjustment	415.00
GC Inventory	1,000.00
Total Other Current Assets	1,415.00
Total Current Assets	78,596.18
Fixed Assets	
Accumulated Depreciation	-855.55
Plant, Property&Equipment	1,098.34
Total Fixed Assets	242.79
TOTAL ASSETS	<u>78,838.97</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
FICA & Fed W/H Payable	661.42
Gift Certificate Payable	54,555.00
KS & Fed Unemployment Payable	535.57
KS W/H Payable	81.00
Total Other Current Liabilities	55,832.99
Total Current Liabilities	55,832.99
Total Liabilities	55,832.99
Equity	
FundBalance	50,927.43
Opening Bal Equity	1,055.96
Net Income	-28,977.41
Total Equity	23,005.98
TOTAL LIABILITIES & EQUITY	<u>78,838.97</u>

11:26 AM

04/06/10

Cash Basis

Downtown Lawrence, Inc.
Profit & Loss Budget vs. Actual
January through March 2010

	Jan - Mar 10	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Downtown Directory	175.00	225.00	-50.00	77.8%
Dues	12,248.75	16,500.00	-4,251.25	74.2%
Dues Early Discount	-51.25			
Dues Multilocation Discount	-125.00	-250.00	125.00	50.0%
Gift Crtfc sold by DLI direct	225.00	400.00	-175.00	56.3%
Handling Charge	0.75	30.00	-29.25	2.5%
Sponsorship				
Film Festival sponsorship	0.00	5,400.00	-5,400.00	0.0%
Total Sponsorship	0.00	5,400.00	-5,400.00	0.0%
Total Income	12,473.25	22,305.00	-9,831.75	55.9%
Gross Profit	12,473.25	22,305.00	-9,831.75	55.9%
Expense				
Advertising	8,746.30	5,500.00	3,246.30	159.0%
Bank Chrg	-0.75	65.00	-65.75	-1.2%
Contracted Services	2,765.50	3,000.00	-234.50	92.2%
Cottonwood	100.00			
Depreciation	48.51	48.51	0.00	100.0%
Equipment	549.19	150.00	399.19	366.1%
GC Stale Dated Check	600.00	100.00	500.00	600.0%
Gift Certificate expense	963.00	963.00	0.00	100.0%
Gift Certificates to sell	1,450.00	1,000.00	450.00	145.0%
Insurance	-10.00			
Internet	209.00			
Late Fee	10.00			
Meals & Entertainment	170.19	175.00	-4.81	97.3%
Meetings	443.30	335.00	108.30	132.3%
Memberships	70.00	30.00	40.00	233.3%
Miscellaneous	21.52	95.00	-73.48	22.7%
Office Rent	45.00			
Office Supplies	439.39	250.00	189.39	175.8%
Payroll				
Administrator	8,793.75	8,794.50	-0.75	100.0%
Bonus	577.02			
Commission	0.00	700.00	-700.00	0.0%
Health Insurance Stipend	450.00	450.00	0.00	100.0%
Insurance	343.00			
Total Payroll	10,163.77	9,944.50	219.27	102.2%
Payroll Taxes				
FICA	751.29	750.00	1.29	100.2%
Unemployment taxes	96.80	250.03	-153.23	38.7%
Total Payroll Taxes	848.09	1,000.03	-151.94	84.8%
Permits	0.00	10.00	-10.00	0.0%
Postage	181.00	62.00	119.00	291.9%
Printing	328.72	1,200.00	-871.28	27.4%
Prof Fees				
Ad Layout/Design/Production	1,232.51	2,000.00	-767.49	61.6%
Website Development	90.00	595.00	-505.00	15.1%
Total Prof Fees	1,322.51	2,595.00	-1,272.49	51.0%
Rent	1,230.00	1,230.00	0.00	100.0%
Supplies	0.00	250.00	-250.00	0.0%
Telephone	731.80	500.00	231.80	146.4%
Travel	84.62	100.00	-15.38	84.6%
Voided check	0.00			
Total Expense	31,510.66	28,603.04	2,907.62	110.2%
Net Ordinary Income	-19,037.41	-6,298.04	-12,739.37	302.3%
Other Income/Expense				
Other Income				
Interest Received	0.00	75.00	-75.00	0.0%

11:26 AM

04/06/10

Cash Basis

Downtown Lawrence, Inc.
Profit & Loss Budget vs. Actual
January through March 2010

	Jan - Mar 10	Budget	\$ Over Budget	% of Budget
Total Other Income	0.00	75.00	-75.00	0.0%
Net Other Income	0.00	75.00	-75.00	0.0%
Net Income	-19,037.41	-6,223.04	-12,814.37	305.9%