

October 13, 2010



RECEIVED

OCT 14 2010

CITY MANAGERS OFFICE
LAWRENCE, KS

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

Re: 2010 2nd & 3rd Quarter DLI Reports

Dear Dave:


I must be getting older because it feels like the last 6th months have gone by in the blink of an eye. But it probably has more to do with all the activities for the 2nd and 3rd quarters.

The film festival was a huge success this year. We believe that the switch to 6 consecutive weeks played a big role in building our audience sizes from the 300 range to well over 500. We are scrambling to figure out where to continue this great event now that our "screen" will no longer be available. Sidewalk Sale was also quite successful with many merchants reporting higher than normal sales.

But, our crowning achievement has been the launch of Final Fridays. With the significant support from the City and the Cultural Arts Commission, we have been able to get the ball rolling in a big way. Locations are clamoring to get involved which has resulted in a number of new DLI memberships. Merchants are reporting some pretty significant increases in business due to the event and everyone believes that there is tremendous future growth potential.

I am attaching the 2010 Master Director's Report along with a balance sheet and the P&L for the 2nd & 3rd quarter to keep you apprised of our activities. We would also like to request the disbursement of the final allotment at this time. 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	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, 4,2, 4,16, 4,24, 5,7, 5,14, 5,21, 6,4, 6,11, 6,18, 6,25, 7,2, 7,9, 7,16, 7,23, 8,4, 8,27, 9,14, 9,24																																																												
	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																																																												
Periodic Member Breakfasts	April Member Meeting	Set date, began discussion of agenda, finalized agenda, recruited speakers and panel participants, created and mailed invitations, received RSVP's Executed meeting including moderating panel discussion.																																																												
	May Breakfast	Recruited speaker – Constance Wolfe re Give Back and Credit Card Processing Executed breakfast																																																												
	July Breakfast	Recruited speaker – Mike Amyx, secured location Executed breakfast																																																												
	September Breakfast	Discussed potential speaker																																																												
Membership Campaign	Semi-Annual October Breakfast	Reserved location, secured speakers, selected menu Follow-up with speakers, location, prepared invitation Secured speaker																																																												
	November Breakfast																																																													
	Current Tally																																																													
			<table><thead><tr><th>Date</th><th>'10-'11 New</th><th>Renewed</th><th>Total</th><th>LYBUNT*</th><th>SYBUNT**</th></tr></thead><tbody><tr><td>9.30.10</td><td>16</td><td>107</td><td>122</td><td>6</td><td>13</td></tr><tr><td>8.31.10</td><td>11</td><td>105</td><td>116</td><td>6</td><td>15</td></tr><tr><td>7.31.10</td><td>11</td><td>98</td><td>109</td><td>10</td><td>15</td></tr><tr><td>6.30.10</td><td>10</td><td>93</td><td>103</td><td>15</td><td>16</td></tr><tr><td>5.31.10</td><td>9</td><td>88</td><td>97</td><td>22</td><td>16</td></tr><tr><td>4.30.10</td><td>9</td><td>84</td><td>93</td><td>26</td><td>16</td></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></tbody></table>	Date	'10-'11 New	Renewed	Total	LYBUNT*	SYBUNT**	9.30.10	16	107	122	6	13	8.31.10	11	105	116	6	15	7.31.10	11	98	109	10	15	6.30.10	10	93	103	15	16	5.31.10	9	88	97	22	16	4.30.10	9	84	93	26	16	3.31.10	9	79	88	31	16	2.28.10	8	66	74	44	16	1.31.10	8	63	71	48
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Downtown Lawrence, Inc. Directors Report

2010 MASTER

Website						
	12.1.09	5	113	118	11	7
Gift Card Program	Percent		94	103		
	Explored addition of revolving banner and sidebar ad space Coordinated addition of banner and sidebar space, made initial inquiries to sell space Created banner and sidebar ads for Film Festival and Gift Certificates Created banner and sidebar ads for Art Tougeau, Tour of Lawrence Created banner and sidebar ads for Buster Festival Updated ads Updated ads, explored new options for added pages Updated ads, worked on store options					
Gift Registry	Met with Store Financial, checked references. Rechecked references, investigated insurance, negotiated final pricing Explored a proposal with Profit Point, prepared side-by-side comparison of PP with Store Financial, talked with random members about options Webinar and Discussion with TenderCard rep, discussions with US Bank rep Re-visited TenderCard proposal Preliminary discussion with US Bank re: merchant processing Met w/ Jill Hoffman, talked to Niko, met again with Jill Hoffman, explored existing free gift registry sites					
Coop Promotional Projects	Activities					
	Accomplishments					
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 Coordinated design of ads for Spaces, Lawrence Kids, Topeka Magazine, negotiated contract with Topeka Magazine Developed LJWorld schedule for Sidewalk sale Coordinated design and placement of Sidewalk Sale ads Working on 2010 directory design and sales					

2010 MASTER

Community Events and Downtown Activities Film Festival	Activities	Continued 2010 directory sales, arranged for JoCo distribution
		Continued 2010 directory sales, met with designer, finalized JoCo distribution
Seasonal Ice Skating Rink	Facilities	Continued to field booth requests, supervised booth set-up, monitored sale
		Developed mock-up for "Passport to Savings", discussed with Anne @ CVB, started recruiting participants
	Accomplishments	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	Finalized, printed and delivered Relays and Scrimmage flyers, coordinated day of activities
		Met with Sunflower Broadband reps to discuss video production, received and approved SB proposal, met with KC Star re: holiday ads
	Facilities	Finalized TCM proposal and delivered to contact
		Contacted owners for permission, established tentative schedule and program
	Activities	Developed schedule and sponsorship marketing materials, submitted KAC Grant application
		Finalized sponsors, worked with designer for posters, negotiated in-kind sponsorship for design and advertising, prepared permit application
	Facilities	Printed and distributed posters and flyers, investigated alternate popcorn plan, booked bands, worked with sponsors on pre-screening ads
		Executed first four films including collection of prizes, packaging of t-shirts, purchase of popcorn supplies, drinks, popped corn, developed ads for Grandon & Grandon and Kizer Cummings
	Facilities	Executed final films, last film rained out, filed KAC Final Report
		Explored alternate locations, priced inflatable screen
	Facilities	Met with Ice Rink Event rep to look at potential sites and discuss pros and cons.
		Met with Corliss, discussed with Hecker
	Facilities	Held Economic Development exercise with PICEE 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
		Discussed 8 th street location with Fire & Medical, explored artificial ice,

Downtown Lawrence, Inc. Directors Report

2010 MASTER

<p>Buskerfest 2010</p>	<p>walked potential site with Public Works, supplied additional information for City budget discussion Met with Mark Wolfson and Jeff Hatfield to discuss potential sponsors. Prepared sponsorship package. Reviewed Richard's proposal and discussed prospects. Worked with Renner on grant applications. Updated website information Planning meetings Meetings and distributed postcards Meeting and distributed postcards, negotiated media sponsorship with the Pitch Meetings and postcard distribution Executed event, post-mortem meetings to plan for next year</p>
<p>Dogtoberfest 2010</p>	<p>Sponsorship Began draft proposal to Hill's Discussed with committee Contacted by vendors to discuss their leadership on event Met with volunteers who are willing to take over the event Correspondence with organizers Corresponded with organizers Posted event on website, promoted through Facebook page</p>
<p>Final Fridays Gallery Walk</p>	<p>Collaboration Met with Susan Tate Discussed with Special Event Committee, submitted grant applications to KAC and LCAC Planned next steps with Susan Discussed additional funding with LCAC, met with LAC, CVB, Chamber to work out details Filed paperwork for Downtown Lawrence Arts District incorporation, met with owners/representatives re: use of buildings for "flash" space, fielded entries for logo competition, set up website and Facebook page, created sponsorship proposal Visited potential "flash galleries", met with designer re: posters, map, ads, prepped information for selection committee Worked with designer to design and place ads in KC Studio, LCT program and Lied Program, designed, proofed, published and distributed brochure, attended Family Arts Festival at Lied to promote event, finalized</p>

2010 MASTER

Urban Culture Project	agreements for flash spaces, assisted with installation at 739 Mass, facilitated installation at Hobbs Taylor, coordinated design, production and delivery of flags, obtained permits for flags, coordinated planning meeting, recruited board members, held initial DLAD board meeting. Updated brochure for October, met with potential new flash galleries, planned DLAD board retreat, fielded emails from interested artists and potential locations, met with potential locations, executed event	
	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 Obtained commitment for Megan's time and participation, scheduled initial meeting, sent invitations to key players Met with key players, had fruitful discussion, planned next steps Met with Chief Olin re: police involvement in gathering statistics and participation in campaign Discussed design of materials with Megan Gilliland Drafted handout, submitted to City for approval, corresponded with potential volunteers for distribution
KU Athletics	Met re: September 2 nd Football Kick-off event	
	Continued meetings re: Sept 2 nd pep rally, researched staging and sound options	Met re: Homecoming Pep Rally, discussed other potential KU involvements
Business Development Assistance Centralized Database Kansas Workforce Center Other	Activities	Accomplishments
	Data Collection	Continued collection and replenishment of pads and data entry. Met with reps to discuss promoting their free services to members
City Funding	Activities	Accomplishments
	Reporting	Started 4 th quarter report Worked on 4 th quarter report Worked on 4 th quarter report Submitted 4 th quarter '09 and 1 st quarter '10 reports, requested distribution of funds Submitted application for 2011 funding

Downtown Lawrence, Inc. Directors Report

2010 MASTER

2010 Budget & Financials

Started 2nd quarter '10 report
Completed 2nd and 3rd quarter reports

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

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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, worked with accountant on year-end reporting, worked with bank to change signatures

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

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2010 MASTER

<p>Cottonwood Partnership Board Support</p>	<p>payroll and reconciling operating account 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</p>
<p>Retention and Expansion</p>	<p>Delivered signed agreement Wrote and distributed minutes, agenda, followed up with County Appraiser for square footage, discussed health insurance options with Willis HRH. 10/13/2010 Reviewed and distributed minutes, agenda. Represented Board at Planning Commission re: LCS new location, reviewed and distributed minutes, created agenda. Reviewed and distributed minutes, created Agenda, attended City Commission to speak in favor of LCS, 15 min meters etc. Reviewed and distributed minutes, agenda. Created agenda, reviewed and distributed minutes Created Agenda, reviewed and distributed minutes Created agenda, reviewed and distributed minutes, researched IDA Met with several businesses interested in joining to participate in Final Fridays, had lunch with Doug Compton to cultivate better relationship</p>