

DESTINATION MANAGEMENT, INC.

TO: Lawrence City Commissioners
FROM: Deanell Tacha, Chair
RE: Overview of DMI activities

Destination Management, Inc. (DMI)

- 501c6 organization formed in 2008 with joint cooperation of the City of Lawrence, Douglas County, the Lawrence chamber of Commerce, and Freedom's Frontier National Heritage Area (FFNHA).
- Mission: to promote tourism in Lawrence and Douglas County by focusing fiscal resources on heritage and cultural assets in an effective and collaborative manner.
- Directed by Judy Billings, DMI coordinates, prioritizes and plans for the use of resources and programming priorities for entities that contribute to the mission. These include the Lawrence Convention & Visitors Bureau, Freedom's Frontier National Heritage Area and county funding for Douglas County Historical Societies.
- Members of the Board of Trustees include Deanell Tacha, Chair, FFNHA; David Dunfield, member of FFNHA Board of Trustees; Mike Dever, Lawrence City Commission; Mike Gaughan, Douglas County Commission; Joan Golden, representative of the Lawrence Chamber of Commerce; Dave Corliss, Lawrence City Manager; and Craig Weinaug, Douglas County Administrator.

Lawrence Convention & Visitors Bureau (LCVB)

- Continues to market Lawrence and Douglas County as always including publishing of the Visitor Guide and distribution throughout the region, placement of all types of advertising, working with travel journalists, calendar listings and social media.
- Solicits conferences and meetings and provides services.
- Bids and provides service for sports events including MS150, USSSA Softball World Series, Special Olympics National Games and others.
- Organizes Tour of Lawrence.
- Provides organization and marketing assistance to local events.

Freedom's Frontier National Heritage Area (FFNHA)

- Designated by Congress in 2006 with Management Plan approval by the National Park Service in September 2010.
- Comprised of 41 counties along the Kansas-Missouri border.
- Ongoing inclusion of sites and operational focus is administered by a partnership team comprised of hundreds of volunteers who represent sites in the area.
- Stories are commemorated of events that occurred along this border in the enduring struggle for freedom.
- 501c3 status administered by a Board of Trustees and operating under a separate budget with federal dollars through the Midwest Region of the National Park Service and matched with local private and public dollars.

- Largely led by Lawrence and Douglas County efforts and funded primarily by Lawrence, Douglas County and private entities in this region.
- Full description can be found at www.freedomsfrontier.org

Douglas County Historical Society (DCHS) and Watkins Museum

- County funding for some of the principal heritage assets is administered by DMI which includes DCHS/Watkins Museum.
- County budget increased allocation in 2011 budget.
- Significant change in DCHS Board of Directors in the past year and is involved in a substantial long-term planning process with the goal of placing it in a more stable financial situation.
- Search for a new executive director is underway.
- Moving forward in a way that is consistent with the mission of Freedom's Frontier National heritage Area and the priorities of this community.

Carnegie Library

- The Lawrence City Commission has made an important investment in this facility.
- DMI, the Lawrence CVB and Freedom's Frontier National Heritage Area will office in the building.
- Designating it as the location for the offices of FFNHA and an exhibit dedicated to the heritage area will make Lawrence and Douglas County a pivotal gateway to the new area.
- The exhibit is currently being designed so that the space can be used as a flexible multi-purpose public space.
- The Carnegie building will also provide the opportunity for Lawrence to stand at the forefront of programming for FFNHA.

All meetings of Destination Management, Inc. are open meetings. The meeting dates are published on the City of Lawrence website. Any member of the Board of Trustees would be happy to answer any questions.