



May 4, 2011

The Honorable Aron Cromwell, Mayor  
City Commissioners Hugh Carter, Mike Dever, Bob Schumm and Mike Amyx  
Lawrence City Hall  
6 East Sixth Street  
Lawrence KS 66044

Re: Free Parking Day in Lawrence

Gentlemen:

This letter supports an initiative to promote a day of free parking for shoppers in downtown Lawrence. We believe this would be an effective effort to raise awareness about the importance of shopping local and will drive business to downtown retailers on what is a typically slow period.

Additionally, local charitable organizations will benefit from this effort since the program is associated with the Lawrence GiveBack program. Constance Wolfe, founder of the Lawrence GiveBack program, will coordinate the event and many participating merchants will offer cardholders the opportunity to earn double points and donations that day.

The proposed "free parking" date is Tuesday, June 14. Constance has spoken with a few downtown retailers who indicate this is the best time for them as it falls after area graduations and several weeks before the annual sidewalk sale.

We encourage you to support this effort.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Kern". The signature is fluid and cursive, with the first name "Tom" being more prominent.

Tom Kern  
President/CEO