



## 2012 Vendor Service Funding Application

Applications for 2012 funding must be **complete and submitted electronically to the City Manager's Office at [ctoomay@lawrenceks.org](mailto:ctoomay@lawrenceks.org) by 5:00 pm on Friday, April 29, 2011.** Please note that funds will be disbursed according to the following schedule unless otherwise agreed to in writing:

- First half of funds will not be disbursed before april 1
- Second half of funds will not be disbursed before october 1

Please contact Casey Toomay, Budget Manager at [ctoomay@ci.lawrence.ks.us](mailto:ctoomay@ci.lawrence.ks.us) or at 785-832-3409 with questions.

### SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Lawrence Chamber of Commerce  
Contact Name and Title: Beth Johnson, Vice President Economic Development  
Address: 646 Vermont, Suite 200  
Telephone: 785-865-4425 Fax: 785-865-4400 Email: bjohnson@lawrencechamber.com

### SECTION 2. REQUEST INFORMATION

- A. Amount of funds requested from the City for this program for calendar year 2012: \$218,500 (which includes funds for the KU Small Business Development Center)
- B. Did you receive City funding for this program in 2011? If so, list the amount. Yes, \$218,500
1. How would a reduction in city funding in 2012 impact your agency? Cost associated with operating economic development programs are continuing to increase and in order to remain competitive communities must continue to invest in these programs. In a down economy, communities look for ways to cut programs and economic development programs can be among those cut. However, this is the perfect time to increase marketing efforts and invest in community infrastructure, as those communities that invest now will be ahead of the game when the economy begins to recover. Any change in requested funding will have a direct impact on the business recruitment and retention programs as well as staffing as we will need to change one full-time position to  $\frac{3}{4}$  time.
  2. If you are requesting an increase in funding over 2012, please explain exactly how the additional funds will be used: No increase requested.

### SECTION 3. PROGRAM BUDGET INFORMATION

Provide a detailed budget for the proposed program using the following categories: personnel (list each staff position individually and note if new or existing), fringe benefits, travel, office space, supplies, equipment, other.

**See Attached Spreadsheet**

### SECTION 4. STATEMENT OF PROBLEM / NEED TO BE ADDRESSED BY PROGRAM

Provide a brief statement of the problem or need your agency proposes to address with the requested funding and/or the impact of not funding this program. The statement should include characteristics of the client population that will be served by this program. If possible, include statistical data to document this need.

Jobs. That is the need that exists in Lawrence and Douglas County. We need to continue working in partnership to add jobs of all levels to our community. The City of Lawrence has contributed to the Economic Development program for nearly two decades as part of a partnership that exists with Douglas County and the Chamber of

Commerce. Douglas County Economic Development provides full service programming for all of the communities and rural areas of the county.

The services of the economic development program include:

- Business relocation assistance
- Business expansion and retention assistance
- Local & State development/incentive assistance
- Assistance with tax abatements for new & existing industry
- International Trade Development
- Site selection assistance
- Trade area information and demographics
- Assistance with City of Lawrence development approval process
- Entrepreneurship development assistance

Economic development programs are important to every city, state and region across the world and competition continues to increase. Having a strong program is important to moving an area forward and it's critical that we continue the relationship that has developed between the City, County and Chamber. Allowing our community to grow new businesses, redevelop neighborhoods and commercial districts is essential to having a community that allows for people to live, work, and play.

## **SECTION 5. DESCRIPTION OF PROGRAM SERVICES**

Provide a brief description of the service you will provide and explain how it will respond to the need you identified in Section 4. The description should include how many clients will be served, and should describe as specifically as possible the interaction that will take place between the provider and the user of the service.

The funds requested by the Lawrence Chamber of Commerce for the Douglas County Economic Development program will be used to carry out the program of work related to business attraction, retention/expansion of local companies and developing entrepreneurs. Our efforts benefit all of Douglas County and over the past several years we have continued to increase our contact with Baldwin City and Eudora in an effort to help them prepare for the economic recovery in the future. Elected officials in Baldwin City, Eudora and Lawrence are all talking about job creation and looking for ways to lessen the future burden of residential taxpayers. The Lawrence Chamber of Commerce is committed to working with these groups and others to increase job availability and help the community meet its future goals.

The funds requested for 2012 include funding for salaries, marketing, professional development, general expenses, as well as business attraction, retention and entrepreneurship activities. Included in the Chamber request, as in previous years, is funding of \$19,000 for the KU Small Business Development Center and entrepreneurial activities as part of the Horizon 2020 economic development initiative. These funds, when combined with those received from KU allow Lawrence to have their own Center as a one-stop resource for assisting entrepreneurs with development of new business.

Strengthening the small business sector continues to be the mantra of many and the Chamber are committed to working with business owners to determine ways to help those businesses be more successful. The Chamber has continued to focus on a shop local initiative, which encourages residents to look to local businesses before traveling out of town or going to the internet for goods and services. We are currently working on a new slogan and communications/marketing plan for this initiative that will be unveiled in 2011 and continued through 2012. During 2011, the Chamber continued to work with local food groups, Lawrence-Douglas County Biosciences Authority, Sustainability Advisory Board, and others to assist in educating the business community about these efforts and initiatives in our community.

Increasing our activities in small business, entrepreneurial programs, bioscience and business retention are on tap for 2011 and will continue for 2012. However, along with these initiatives we will continue our efforts of business recruitment and strengthening our partnerships with state and regional partners as well

as networking with site location consultants. The need for additional land and buildings for all of our efforts remains and we are committed to helping the County determine the best course of action to ensure a prosperous and successful future for all.

Along those lines is the additional commitment to regionalism. In 2011, we developed partnerships with the Topeka and Manhattan communities to combine demographic information and to begin branding the corridor as the place to do business. We also began working with the Manhattan and Lawrence incubator facilities along with the Kansas Department of Commerce to develop marketing materials focused on finding small to medium sized businesses with high growth potential. These initiatives will be developed in 2011 with the main marketing thrust happening in 2012.

## **SECTION 6. PROGRAM OBJECTIVES**

Please provide three specific program objectives for 2012. Objectives should demonstrate the purpose of the program and measure the amount of service delivered or the effectiveness of the services delivered. A time frame and numerical goal should also be included. Examples include, "75% of clients receiving job training will retain their job one year after being hired," "increased fundraising efforts will result in a 15% increase in donations in 2012," "credit counseling services will be provided to 600 clients in 2012," "new digital arts program will serve 275 students in 2012," etc. **Applicants will be expected to report their progress toward meeting these objectives in their six-month and annual reports to the City.**

1. Participate in 6 networking/trade show events with the Kansas Department of Commerce and/or Kansas City Area Development Council and/or the newly created I70 Corridor and receive 10 direct leads from attendance and developing relationships with site location consultants.
2. Coordinate and participate in 20 Business Visits with City/County/Chamber representation.
3. Work with partners on:
  - a. Business Plan for Phase II at the BTBC Main Facility
  - b. SME marketing program with incubators in Lawrence, Manhattan and the KDOC
  - c. Marketing efforts for the I70 (Lawrence-Topeka-Manhattan) Corridor

# Lawrence Chamber of Commerce

## 2012 City of Lawrence Budget Request

	2012 Budget Request
<b>Revenues:</b>	
Unrestricted Fund Balance 1/1/12	\$ 9,033
City of Lawrence	218,500
Douglas County	218,140
Focus[ED	113,783
DCDI	20,400
LDCBA	5,000
Deferred Revenue	10,000
Interest/Misc.	60
Advocacy Revenue	8,000
Total Revenues:	\$ 593,883
Total Revenues and Fund Balance	\$ 602,916
<b>Expenditures:</b>	
Salaries	243,500
KCADC	12,500
Direct Mail/Newletter/Brochure	4,000
Tradeshows/Recruitment/Outreach	20,200
Public Awareness	3,500
Imaging/Consulting/Website	14,000
Business Retention	10,500
Workforce Training	4,500
Business Recognition	500
Professional Development	4,500
Entrepreneurial Development	7,000
Investor Recognition	0
Auto Lease/Expense	5,000
Allocated Overhead	199,500
Advocacy Expense	4,500
I-70 Corridor Marketing	20,000
*Small Business Development	38,000
Total Expenditures:	\$ 591,700
Ending Fund Balance 12/31/12	\$ 11,216