



2012 Social Service Funding Application – Non-Alcohol Funds

Applications for 2012 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, April 29, 2011.

General Information: Each year, the City Commission considers requests for the allocation of dollars to a number of agencies that provide services benefiting the Lawrence community. These funds are to be used pursuant to the City's Mission Statement, which can be found below:

Our Mission

We are committed to providing excellent city services that enhance the quality of life for the Lawrence community.

Our Values

In order to fulfill our mission, we have established several guidelines.

We are committed to these basic principles:

**Integrity
Courtesy
Fairness
Honesty**

How we get the job done is as important as getting the job done.

Our interaction with the community will be professional, responsive, direct, personal, caring and appropriate.

We will promote teamwork, employee satisfaction, and professional development in order to provide innovative, cost effective, efficient service.

We want our citizens, clients and customers to have high expectations of government service, and we will do our best to meet and exceed those expectations.

Applications will be reviewed by the Social Service Funding Advisory Board at meetings held from 2:00 to 6:00 p.m. on May 18 and May 23. Applicants are not required to attend however, a contact person should be available by phone in case questions arise. Following their review, the Advisory Board will forward recommendations for funding to the City Commission. Recommendations will be based upon the availability of funds, the need demonstrated through the agency's application, the stated objectives of the applicant's program, past performance by the agency in adhering to funding guidelines (as appropriate), and the ability to measure progress toward the program objectives.

The final decision regarding funding will be made by the City Commission when they adopt the Annual Operating and Capital Improvement Budget in August.

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

Questions? Contact Casey Toomay, Budget Manager at ctoomay@ci.lawrence.ks.us or at 785-832-3409.

SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Downtown Lawrence, Inc.
Name of Program for Which Funding is Requested: Downtown Lawrence Promotion and Improvement
Primary Contact Information (must be available by phone 5/18 and 5/23 from 2 p.m. to 6 p.m.)
Contact Name and Title: Cathy Hamilton, Executive Director
Address: 900 Massachusetts, Suite 101 Lawrence KS 66044
Telephone: 785-842-3883/785-979-2648 Fax: 785-842-3883
Email: director@downtownlawrence.com

SECTION 2. REQUEST INFORMATION

- A. Amount of funds requested from the City for this program for calendar year 2012: \$47,500
- B. Will these funds be used for capital outlay (equipment or facilities) in 2012? If so, please describe: no
- C. Will these funds be used to leverage other funds in 2012? If so, how: City funds will be used to leverage matching promotional funds from dues and member participation in cooperative marketing strategies
- D. Did you receive City funding for this program in 2011? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.):
1. How would any reduction in city funding in 2012 impact your agency? A 2.5% reduction in funding can be absorbed by DLI. We are aware of the budget challenges faced by the city and continue to be grateful for their continued support of our mission. We are willing to work with a reduction to help the greater good.
 2. If you are requesting an increase in funding over 2012, please explain exactly how the additional funds will be used:

SECTION 3. PROGRAM BUDGET INFORMATION

- A. 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:
- Personnel Expense (Director, including health insurance stipend) and payroll tax \$41,665
Advertising \$17,400
Sidewalk Sale \$4,500
Christmas \$10,500
Operating expenses (including rent, promotion expense, design, special events) \$31,475
Special Events / Recruiting new businesses to Downtown \$30,000
- B. What percent of 2012 program costs are being requested from the City? 34%
- C. Provide a list of all anticipated sources of funding and funding amount for this program in 2012:
- Member dues \$45,000
Stale dated Gift Certificates \$13,000
City of Lawrence \$42,500
Sponsorships \$5,000
Advertising and Promotion money from members \$32,500

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

- A. 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. Downtown Lawrence is a collection of primarily independently-owned businesses that offer a dynamic blend of shopping and service opportunities, making it a central destination for the needs of the city's residents and a major draw for Lawrence's visitor and convention business. While the mix of these businesses offer Downtown visitors a diverse experience, the challenge continues to be marketing and branding Downtown with a unified voice and approach. Individual businesses generally have limited, if any, advertising budgets to drive traffic nor, in many cases, the expertise to use the resources they do have in an effective manner. DLI can serve as the single voice and economic development leader for Downtown, including DLI members and non-members alike, with coordinated marketing and promotion activities, special events, and practical small business assistance.
- B. How was the need for this program determined? Downtown Lawrence, Inc. was formed over 30 years ago by concerned business owners in order to band together to accomplish marketing and promotion of the central business district. They knew then, as proves true today, that the strength of the area and the organization was

and is in its eclectic mix and collective experience. Every business owner also knows that it is vital to constantly draw new customers to its business and work to ensure they are meeting the needs of new and established customers. With the increasing popularity of Internet shopping and big box stores, it is more important than ever to have effective marketing that brings people Downtown to help them discover the treasures that await them, and return time after time..

C. Why should this problem/need be addressed by the City?

Naturally, it is in the City's best interests to help us ensure that its community core remain vibrant and alive. A dynamic, prosperous core is the economic driver for any community. If it crumbles, it will have a crumbling effect on are areas of the city. Downtown Lawrence continues to be the best calling card for our community as it attracts visitors, conventions, new businesses and new residents, all of which are crucial for our tax base. It is incumbent upon the City to work with DLI and member businesses to ensure that Downtown remains viable and thriving so it can drive the community's economy.

SECTION 5. DESCRIPTION OF PROGRAM SERVICES

A. 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.

Downtown Lawrence, Inc. will continue our three tiered promotional program; mass market advertising, targeted marketing and community events. Our mass market and targeted advertising generally takes several forms. The Downtown Directory will be the primary vehicle for this type of promotion with distribution through direct mail, inserting in regional publications and distribution through member businesses, KU Visitor Center and Lawrence Visitor Center. We also make the directory available to convention and event organizers and local hotels/motels. In addition to the directory, DLI regularly places print ads in local and regional publications including LJ World, Lawrence Magazine, Topeka Magazine, Spaces Magazine and KansasCity.com. In the weeks leading into the holiday shopping season, DLI makes significant investments in public radio and electronic advertising. This year, DLI is enhancing its web presence by improving our website and ramping up our social networking marketing efforts.

DLI will continue to produce established events such as Sidewalk Sale, Holiday Lighting Ceremony, Lawrence Busker Festival and Halloween Trick-or-Treat and will work with other organizations on events such as the Old Fashioned Christmas Parade, Mass Street Mosey (with Cottonwood), Get Downtown (with the Chamber of Commerce), Brown Bag Concerts (with Lawrence Parks and Recreation and the Downtown Lawrence Farmers' Market.

B. What other agencies in the community are providing similar types of services. What efforts have you made to avoid duplication or coordinate services with those agencies?

Downtown Lawrence Inc. is a unique organization within this community given our focus on promoting Downtown and our ability to coordinate with a wide variety of organizations to bring events and activities to the area. There are other groups that provide a few similar services, but they don't provide the range of services that DLI does nor do they focus on the Downtown area as we do. We partner with a variety of organizations to accomplish our goals including the Lawrence Chamber of Commerce, Lawrence Parks and Recreation, Cottonwood, Lawrence Convention and Visitors Bureau, Sherpa Sports, KU Athletics, KU Small Business Development Center and many more

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) DLI will design, produce and execute a Downtown Directory with a Holiday Events insert for distribution through direct mail, publication inserts and general distribution through member businesses and visitor information centers.

- 2) DLI will create and execute a marketing and advertising plan comprised of print, web and radio placements throughout 2012.
- 3) DLI will plan and execute a minimum of eight gatherings to provide all downtown business owners the opportunity to sharpen their business skills, address issues of concern and network with fellow business owners.