



KU Athletics—Driving Dollars to the Lawrence Economy

By Tom Kern

There is little question that Lawrence is infatuated with KU Athletics. Every Saturday in the fall the town is a sea of blue and red sweatshirts, caps and banners. Most nights in the winter and spring, folks in Lawrence are either at Allen Fieldhouse or glued to their wide screen TVs watching the Jayhawks as they move toward another Big 12 Championship and a berth in the NCAA Tournament. The Jayhawk's ascension as NCAA Basketball Champions and Orange Bowl Football Champions in 2008 made the connection between Lawrence and KU even stronger. But there is another side of what KU Athletics brings to Lawrence—the enormous economic impact. Here are some interesting facts about KU Athletics:

- The budget for KU Athletics has grown from \$25 million in 2002 to over \$57.5 million in 2008.
- KU Athletics now employs over 477 people of whom 192 of them are full time.
- KU Athletics 2008 payroll totaled more than \$20.5 million.
- Attendance at KU major athletic events (Men's & Women's basketball and Men's football) totaled 750,941 in 2008. This is up 57 percent since 2002.
- KU Athletics spent more than \$13 million with local businesses in 2008.
- KU Athletics provided more than \$7.85 million in scholarships to KU student-athletes (170 men and 244 women).

Clearly, the economic impact of these statistics on our community is very significant.

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THE PRESIDENT'S MESSAGE

As you will note from the lead article on KU Athletics, much of the recent news that affects the Lawrence business community is being driven by activities from the University of Kansas.

The University of Kansas continues to be the engine that drives the economy of Lawrence. Even in the present economic environment KU continues to push forward on a number of initiatives that will have a significant economic impact on Lawrence. Those initiatives include:

- CONSTRUCTION OF THE \$7.25 MILLION KU BIOSCIENCE INCUBATOR

This project is the critical first step in making Lawrence and KU a state of the art bioscience research and development destination. This incubator will provide a home for the companies that are created out of KU's bioscience research and should eventually lead to the development and location of a number of bioscience firms here in Lawrence.

- NATIONAL CANCER RESEARCH CENTER DESIGNATION

KU, with assist from a number of organizations, including KBA, continues to move toward in obtaining this critical designation. Once received, it will dramatically increase the number and amount of research dollars that come to KU. More research dollars means more research jobs for the Lawrence campus, which translates into more dollars being circulated into the local economy.

Tom Kern

President & CEO



- CONSTRUCTION OF THE NEW SCHOOL OF PHARMACY BUILDING ON THE WEST CAMPUS

This project is now scheduled to commence construction in 2009. It is a \$50 million facility that will, along with the construction of the Bioscience Incubator, generate hundreds of jobs for local and regional architectural, engineering and construction firms.

So, even though the economic news on the national, state and local level is still not the best, there continues to be some positive economic news for Lawrence. KU continues to be the stabilizing economic force in the Lawrence economy generating both new jobs and significant economic impact to the region.

Help LEAP Support and Enrich Student Achievement and Success

The Lawrence Education Achievement Partners (LEAP) program is in its 16th year of tapping local resources to benefit students in the Lawrence Public Schools. The LEAP program's mission is to create and foster effective community partnerships that support and enrich student achievement and success.



Beginning as a joint effort between the Lawrence Chamber of Commerce and the school district in 1993, the program currently includes 108 local businesses and organizations actively providing volunteers, mentors, in-kind support, and financial contributions to the 22 public schools in Lawrence.

These relationships are extremely beneficial to the students and teachers, as well as to the partners and their employees. During the 2007-2008 school year, partners provided support of over \$360,000 to the district. The Lawrence Public Schools need LEAP partners more than ever due to the economy and pending state budget cuts. If anyone is interested in becoming a LEAP partner, please contact LEAP staff at (785) 330-2434 and visit www.leapforlawrence.org.

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- The majority of the 477 people who work for KU Athletics live in Lawrence.

Their \$20.5 million payroll is primarily spent here in Lawrence on goods and services provided by Lawrence-based businesses. Full-time employees buy homes in Lawrence. Part-time employees (mostly students) rent apartments.

- Spectators at KU athletic events fill our downtown and area restaurants and bars on game days and purchase goods and services from our retailers. The economic impact of those spectators is significant to the bottom line of many Lawrence businesses. These spectators also generate significant sales tax revenues, which help to support city and county services and programs.

- The \$7.85 million that KU Athletics provides in scholarships for student athletes also has an economic impact on Lawrence. Most of these student live off campus and spend the majority of their incomes at Lawrence businesses.

- The \$13 million that KU Athletics spends in the local Lawrence economy directly impacts over 250 Lawrence businesses. It includes expenses for travel services and hotels, insurance, professional services, catering/banquet services, city/county services, medical services, printing/graphics, advertising/promotion services, trophies/plaques, sporting goods, concession services, office supplies and a list of numerous other goods and services.

When you take into account all these facts, there can be no argument that the economic impact to Lawrence from the KU Athletic program is substantial. From the payroll and jobs it puts into the local economy, to the spectators its events generate, to the sales tax revenue it generates, to the dollars it expends with Lawrence businesses, its impact is felt everywhere.

Next time you are sitting in traffic after a KU football game, or you are frustrated because you can't get your favorite seat at a downtown restaurant, just remember the big picture – KU Athletics has a major positive economic impact on Lawrence. One that is surely worth sitting through a traffic light or two.

Help Our Youth Achieve Work Experience!

The Lawrence Chamber of Commerce would like to introduce you to a new and wonderful program—Heartland Works Summer Youth Program 2009. Designed by Heartland Works Inc., the program will provide approximately 350 area youth, ages 14-24, the opportunity to be placed in a paid work environment or internship, wherein each will obtain a safe and meaningful work experience in any given work environment.

Heartland Works, Inc. would like to collaborate with other non-profit organizations, businesses, community-based organizations, faith-based organizations and educational institutions in establishing quality work sites sometime between June 1 and Sept. 25, 2009. Work sites will play an important role in supervising and mentoring youth to influence them in a positive way for continued success beyond the work experience. Special consideration will be given to high-growth/high-demand industries and “green” jobs where available.

If your organization is interested in participating in this mutually beneficial opportunity and would like to apply as a work site or simply obtain further information, please visit, www.heartlandworks.org or contact Jennifer Jessee at Heartland Works, Inc., 234-0500, 506-1545 (cell), email: jjessee@heartlandworks.org.



CLICK ON THE LINK BELOW TO VIEW

Economic Barometer Report
for **Fourth Quarter 2008**

Renew Your Energy ... Invigorate Your Business

Business After Hours, 5 p.m., Wednesday, May 6, The Bowersock Mills and Power Company, 546 Mass. St., the event is FREE of charge.

The Lawrence Chamber of Commerce invites you to one of their fun and effective networking events to take place at the Bowersock Mills and Power Company.

Join the Chamber and its members at the Bowersock Powerhouse for drinks, hors d'oeuvres, and a tour of the facility. Take advantage of this opportunity to get to know different community businesses and their leaders, visit the oldest renewable energy generator in the state of Kansas and enjoy an afternoon at the river. If it rains, the event will take place inside the warehouse, so please join us!

DIRECTIONS & PARKING

Bowersock encourages guests to park in the public parking lot on the south side of 6th Street across from City Hall or in the Public Parking Sectors of the Spring Hill Suites Parking structure. From City Hall, walk north on the Massachusetts Street Bridge past City Hall. Just past City Hall, descend the wooden stairway, and walk east towards the Powerhouse. We will gather in the park, which is just west of the Powerhouse and overlooks the flume. Guests with concerns regarding walking, should contact the Bowersock office at 843-1385 for directions on where and how to park closer to the plant.

ABOUT THE HOST

The Bowersock Mills and Power Company is proud to have been generating clean, renewable energy in Lawrence since 1874. With potential for expansion, Bowersock represents both the history and future of energy and economic development for Kansas.

An Invitation to Grow Your Business

The Lawrence Chamber of Commerce together with KU Small Business Development Center (KU-SBDC) and the Foundation for the Advancement of Marketing Excellence in Entrepreneurs (FAMEE) would like to invite you for a 6-month program to help you grow your business by using the "Customer Pillars," book and workbook.

WHEN

8:30-10:30 a.m., every other Monday, May 4–Nov. 2

WHERE

KU-SBDC, 734 Vermont, Ste. 104

HOW

\$40/meeting, RSVP to Maggie Bornholdt, KU-SBDC Counselor at maggie32@ku.edu. [Click here for details.](#)



GOLF TOURNAMENT 2009

May 8th



RAIN DATE: MAY 15TH

ALVAMAR GOLF COURSE
11:30 a.m.

THERE IS STILL TIME!

SIGN UP FOR 2009 START HERE GOLF
TOURNAMENT – THE LAWRENCE
CHAMBER'S GREATEST TRADITION!

**PLEASE REMEMBER TO REGISTER BY
TUESDAY, MAY 5.**

[CLICK HERE TO PRINT YOUR
REGISTRATION FORM.](#)

Leadership Lawrence

Sue Hack
Executive Director of Leadership Lawrence

The Leadership Lawrence Class participated in its Final Retreat on Thursday, April 16. The day started at the Lawrence Municipal Airport with a greeting from Rick Bryant, former chair of the Aviation Advisory Board. Due to the generosity of several local pilots, class members were able to take flights over the city and county. Following the flights, the class heard a presentation about ECO2 and then traveled to Fire Station #5 for the afternoon. The class received information about the Smart Code, the PIECE Project and took part in a strategic planning exercise with Lawrence as the topic.

Lunch was provided by **23rd Street Brewery** and the program sponsor for Leadership Lawrence is **Capitol Federal Savings**.



From Left: Becky Cheek-King, Jandi Smith, Kristy Wempe and Lloyd Hetrick are getting ready to take a flight over the city and county.



Nikki Snodgrass (left) and Kale Joyce presenting their team's business plan they had to develop based on what they've learned during the Economic Development Day.

PIECE Project

On April 8, the PIECE Class participate in Business Day. The purpose of the day was to enhance what the class had learned on Economic Development Day by having the students meet with business people from various aspects of our community. And based on information they received, develop a concept for a business plan with financial information and a marketing strategy. Students met with Amber Nickell with Pawsh Wash, Glynn Sheridan with Sunflower Bank, Sarah McKinley with Sauer Danfoss and Matt Llewellyn with 23rd Street Brewery.

Lunch was provided by **Marisco's** and the program sponsor for PIECE is **Sunflower Bank**.

Help Local Pantries with Just a Couple of Clicks

Leadership Lawrence Class of 2009 has launched a charitable and dynamic class project, called the Lawrence Virtual Food Drive. This project is a quick and easy way to purchase critically needed items at substantially discounted prices for local pantries. It is extremely easy and fun, just click here. Remember, it only takes a few clicks to help prevent hunger in the Lawrence community!

While many generous donors help these pantries with their contributions of non-perishable foods, there is a growing need to supply pantries with donations to purchase the most nourishing and critical foods.

The Lawrence Virtual Food Drive aims to fill this need by offering you a quick and easy way to e-purchase critically needed items. Because the pantries can buy items for pennies on the dollar from the Harvesters Food Bank in Kansas City, every dollar you donate can purchase as much as \$5 worth of distributed items.

The pantries are struggling to keep up with demand, so we need your help!

Congratulations & Welcome!



Eileen's Cookies ~ 4931 W. 6th St., Ste. 124 ~ April 14



KU Credit Union ~ 23rd St. & Naismith Dr. (formerly Russell Stover) ~ April 21



Spring Parade of Homes ~ 1122 Brynwood Ct. ~ April 24

The Lawrence Chamber of Commerce advocates for business and community prosperity as it creates diverse jobs; cultivates a successful business environment; develops active community leaders; and promotes the assets of Lawrence and Douglas County.

WELCOME NEW MEMBERS

I Global Network

Diversity Consulting & Leadership
10 E. 9th St.
Lawrence, KS 66044
Phone: 785-856-8053
Fax: 866-465-3035
www.thei-globalnetwork.com
Bruce Stewart
bstewart@iglobalnetworkinc.com

Al Vidricksen

Individuals
2016 SW 4th St.
Lee's Summit, MO 64081
Phone: 816-524-6191
Fax: 816-524-6191
vidloreal@aol.com

The Exchange @ Lawrence

Apartments
3100 Ousdale
Lawrence, KS 66046
Phone: 785-842-3336
Fax: 785-842-3362
www.notthedorm.com
Kelli Scheuerman
kscheuerman@ffres.com

Fineline Vespa/Aprilin

Motorcycle Dealer
1502 W. 23rd St.
Lawrence, KS 66046
Phone: 785-841-0927
Fax: 785-727-4130
www.vespalawrence.com
Jae Landreth
jae@vespalawrence.com

Lawrence–Douglas County

Biosciences Authority
Bio Sciences/Technology
1617 Saint Andrews Dr.
Lawrence, KS 66047
Phone: 785-856-2676
Fax: 785-832-8234
www.ldcba.org
E. LaVerne Epp
elepp@ldcba.org

McCownGordon Construction

Contractors – Construction
422 Admiral Blvd.
Kansas City, MO 64106
Phone: 816-960-1111
Fax: 816-960-1182
www.mccowngordon.com
Moira Holland
mholland@mccowngordon.com

Set 'Em Up Jacks

Restaurants
1800 E. 23rd St., Ste. G
Lawrence, KS 66046
Phone: 785-832-2030
Fax: 785-832-2064
www.setemupjacks.com
Daniel Koehn
setemupjack@hotmail.com

Western International Inc.

Book Distributing
2220 Delaware St.
Lawrence, KS 66046
Phone: 785-856-1840
Fax: 785-856-1845
www.yourbooksource.com
Todd Stauffer
todd@yourbooksource.com

Westridge Wash & Lube

Automobile Maintenance
3530 W. 6th St.
Lawrence, KS 66049
Phone: 785-842-7406
Fax: 785-856-5342
Don Greenfield
carwashdlc@yahoo.com

DID YOU KNOW?

The employees of Berry Plastics are in the process of growing a produce garden at their site.

They initiated the “Berry Grow Green Team” to tie in directly with the similar Chamber Task Force.

All produce grown will be consumed during one of their summer cookouts involving all employees.

This is one of many “fun” activities at Berry Plastics.

BOARD OF DIRECTORS

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Incoming Chair **Matt Hoy,**
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Superintendent

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Builders Association
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Trudy Rice, Rice Enterprises

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