

City of Lawrence
Social Service Agency
Bi-annual Report
2015

Agency Name: Douglas County Senior Services (DCSS)

Reporting Period (please check one): ☐ January - June (deadline July 15) ☒ January - December (deadline Feb 15)

1. Give a brief narrative of the activities that were funded with City funds over the reporting period checked above.

ReINVENT Retirement is an economic growth initiative to attract and retain retirees to Lawrence and Douglas County. This program targets Baby Boomers to relocate and "Live the Lawrence Life". Key goals include:

- Build a vibrant retirement community, retaining existing retirees and attracting new retirees as an economic tool for Lawrence and Douglas County.
- Support the ReINVENT Retirement: Live the Lawrence Life (LLL) marketing program by engaging prospects through digital media, tours, and community speaker engagements.

January – June 2015 Activities

- Hired Marketing Director
- Program launch February 2015
 - Website: www.livelawrencelife.com
 - Press Releases
 - Branded materials printed and distributed to targets (brochures, rack cards, signs, business cards)
 - Social media (Facebook, Twitter)
 - Email newsletter delivered monthly via MailChimp
 - PowerPoint presentation created, scripted, and delivered to local civic clubs by volunteer ambassadors
 - Designed a community tour to showcase Lawrence and acquaint potential residents and newly relocated residents with the 'lay of the land'
- Partnered with the Lawrence Arts Center to collaborate marketing and events targeted to Boomers and retirees during Free State Festival
- Established a business sponsorship/fundraising plan
- Volunteer ambassadors spreading word-of-mouth networking

July – December 2015 Activities

2015 established the foundation for the Live the Lawrence Life (LLL) branding initiative to welcome retirees and position Lawrence and the surrounding communities as a great place for baby boomers to relocate (or remain) and live out their retirement years to the fullest.

The program's marketing plan uses digital and print media, community tours, speaking engagements, word of mouth, and strategic partnerships to communicate the benefits of retiring in Lawrence and Douglas County. The plan targets three groups:

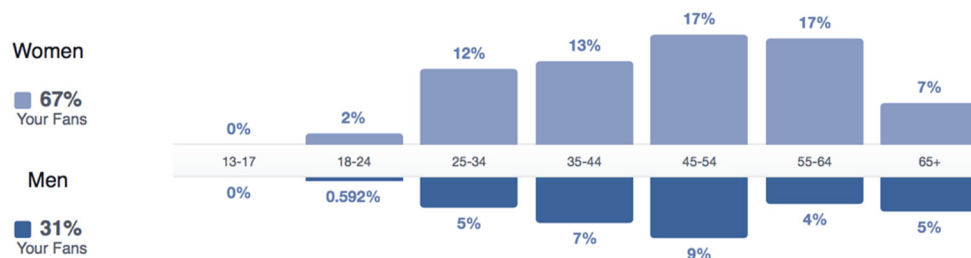
- Baby Boomers (born between 1946-1964) with ties to the area
- Baby Boomers who want to relocate their parents to Lawrence and Douglas County
- Community pre-retirees and existing retirees

Key activities for 2015 included developing a new website (Exhibit A), original and informative content via blog posts (Exhibit B), communications via monthly email blasts to targeted lists, daily Facebook posts, press releases for notable events and accomplishments, and branding collateral materials and presentations. These activities have created a consistent and cohesive branding that provides baby boomers (and loved ones of baby boomers) a wealth of information to reinforce the many benefits of living in the area. Other activities included:

- Revised our metrics to more clearly define progress toward goals and ensure the effectiveness and efficiency of marketing tactics/initiatives (Exhibit C).
 - Reorganized the volunteer Ambassador Team into a Marketing and Development Committee chaired by a DCSS board member who helps guide and rally the Ambassadors to accomplish projects and tasks.
 - Partnered with various community groups/organizations that provide lifelong learning, cultural arts, and recreation (including Lawrence Parks and Recreation, Lawrence Arts Center, and Lawrence Public Library).
 - Helped promote and market community businesses, programs, special events, deals/specials that benefit retirees and their families.
2. Provide specific detail (and supportive documents, if needed) to demonstrate progress made toward your goals/objectives.

In 2015, the ReINVENT Retirement:Live the Lawrence Life program has been instrumental in 20 speaking engagements (Exhibit D), 10 relocations, 8 tours, engaging over 30 new residents, and retaining 85 retirees in Lawrence and the surrounding communities.

Importantly, as shown in the Facebook analysis below we are reaching our target audience.



Analysis of the last 12 months shows that the most successful programs and services have been art & cultural events (Free State Festival, parades, Buskers Fest etc.), life-long learning opportunities (partnering with NGSL, Osher, and LPRD), and providing general information and referral resources related to retirement life in the community.

3. How have you impacted the citizens of Lawrence?

- Increased community involvement and engagement
- Increased economic growth and tax base
- Increased charitable contributions to the community
- Increased volunteerism and intergenerational interactions
- Increased social capital – retirees bring valuable skills, knowledge, expertise
- Improved quality of life for all residents - by creating programs and support services

4. What barriers, if any, have you encountered?

The Retiree Attraction & Retention Task Force Report (June 2012) identified several potential community barriers to relocation and retention. The LLL team has factored these into its marketing program and continues to reassess/update our marketing strategies based on customer feedback and direct observation.

- Affordable Housing – \$800 - \$1,200 per month rentals, \$150,000 - \$350,000 homes for more affluent boomers. Reasonably priced housing with universally designed features in or near downtown are viewed as desirable by many.
- Cost of Living – cost of living is often raised as a concern and major factor by retirees in determining where to live. Website www.bestplaces.net shows KCK to be 12% lower cost of living and 48% lower housing cost (based on \$50K salary). In addition, tax rates of Lawrence and Douglas County are amongst the highest in the region.
- Employment Opportunities - many boomers either want or need to work beyond age 65. Creating these opportunities is critical to attracting and retaining retirees.
- Douglas County Senior Services Facility – the current facility appears outdated and poses a challenge in attracting boomers. The building also suffers from inefficient space layout, security issues and infrastructure issues. We are hopeful a planned renovation of the adjoining Fire Station may help address some of these issues.

- Staffing – overseeing this large initiative with two part-time staff is a major challenge. We are leveraging outside resources to the greatest extent possible.
 - Leadership Turnover - DCSS experienced high management turnover in 2015, including our Executive Director. Recently, our newly hired Executive Director resigned due to health concerns. Strong and stable leadership is critical to the success of this initiative.
 - Availability of Healthcare - availability of physicians, especially geriatric specialists, accepting Medicare declined in 2015.
 - Presence in Surrounding Communities - Douglas County includes many small towns, each with their own unique qualities and tight networks based on word-of-mouth and neighbor interaction. Staying current and engaged in these communities is a challenge.
5. Review the line-item budget you provided in your application. How much of your allocation has been spent?

During our year of operation, we closely managed expenses to stay within budget. Although 2015 sponsorships fell slightly below budget, additional grant and trust fund revenue sources were secured which allowed us to exceed our \$40,000 target for the year. Please note, the Google grant of \$10,250 has been awarded but not yet used. Therefore, we chose to not include in YTD income. In addition, we have not yet received \$27,500 in City allocated funds.

2015 LLL Budget		Budget	YTD
Income			
Sponsorships/Donations		40,000	31,570
	City Allocation	47,500	20,000
	County Allocation	47,500	47,500
	Total	\$135,000	\$99,070
Grants			
	DuQuoin Trust	0	10,000
	Google Grant (\$10,250)	0	0
	Total Income	\$135,000	\$109,070
Expenses			
	Admin	3,900	45
	Software	1,800	1,204
	Marketing	63,530	52,740
	Creative	1,650	1,138
	Start-Up Costs	4,600	2,435
	Printing	7,000	1,596

	Executive Director	15,000	15,000
	Staff	37,520	28,703
	Total Expenses	\$135,000	\$102,861

6. Business Sponsorships YTD (as per Diane Stoddard's request).

DCSS committed to raising a minimum of \$40,000 to fund this program. Business sponsorships received YTD total \$30,275. After factoring in additional funding sources of Google Grant and DuQuoin Trust income, the first year goal has been exceeded.

The sponsorship and fundraising goals for 2016 include expanding community support by restructuring our sponsorship levels, marketing materials, and personalized peer-to-peer marketing.

2015 Business Sponsorships	\$ Pledged
Lawrence Memorial Hospital	10,000
Pioneer Ridge	10,000
Brandon Woods	5,000
McGrew Real Estate	1,000
Office Helpline	1,500
Warren-McElwain Mortuary	1,000
Black Hills Energy	1,000
Kaw Valley Bridge Club	225
Criticare Home Health	500
LJCC Women	50
Individual Donations	1,295
Total	\$31,570
Grants	
DuQuoin Trust	\$10,000
Total Donations	\$41,570

Call us at 855-215-5329 to speak with someone about life in Lawrence.

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Live the Lawrence Life

[Home](#)
[Why Retire Here](#)
[About Lawrence](#)
[Plan a Visit](#)
[Moving Here](#)
[What's New](#)
[Connect](#)

One of the "Best College Towns to Live in Forever"

There are many benefits to retiring to a vibrant college town.

[Discover the Benefits](#)

Ready to Live the Lawrence Life?

Exciting arts and cultural events, quiet rural exploration, fun shopping and dining and casual neighborhood get-togethers. Choose between a second career or a variety of relaxed activities. Whatever you're looking for, Lawrence and the surrounding communities and locations of Baldwin City, Eudora, Leecompton, and rural Douglas County have what you want for your next chapter.

It's your retirement, your way.

Start here. We'll show you all that it can be.

Tell me about Lawrence

Should I retire here?

I want to tour Lawrence

Send me information

"A great place to retire!"

-U.S. News and World Report

Sign up for our monthly email.

It's full of events, notable stories and tips.

Relationships & the Good Life:

A 75 Year Harvard Study

Relationships and the Good Life

February 8th, 2016

[Read More >](#)

Lawrence 2015: A Year Worth Celebrating

Lawrence 2015: A Year Worth Celebrating

January 14th, 2016

[Read More >](#)

Live the Lawrence Life thanks our sponsors

And our partners

Schedule a Tour | Become a Sponsor | About Live Lawrence Life

ReINVENT Retirement Lawrence Kansas and Douglas County
Eudora, Leecompton, Baldwin City

RECENT POSTS

Relationships and the Good Life

Lawrence 2015: A Year Worth Celebrating

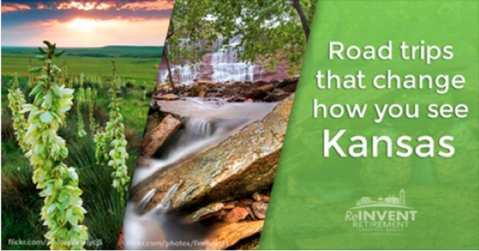
SIGN UP FOR OUR MONTHLY EMAIL!

Exhibit B – Website Blogs/Social Media Posts

Top social media posts - 2015

Live the Lawrence Life
Published by Lindsay Lovejoy [?] · October 1, 2015 ·

Think Kansas is the flattest state? Think again. You may be surprised to learn Kansas contains a breathtaking variety of waterfalls, desert like rock formations, ancient rolling hills, marshes, cliffs, and canyons. Discover the side of Kansas you've never seen and investigate Kansas Tourism with these scenic Kansas Byways.



Road trips that change how you see Kansas

Roadtrips That Change How You See Kansas

Think Kansas is the flattest state? Think again. Discover breathtaking roadtrips with waterfalls, cliffs, rolling hills, marshes, and canyons found in Kansas.

LIVELAWRENCELIFE.COM

3,168 people reached [Boost Post](#)

Like Comment Share


Tammy Schaff Lovejoy, Kansas Byways and Cynthia Bailey like this.

77 shares

77 shares including shares from Kansas Tourism, Kansas Byways, Wichita Area Events, and the City of Cottonwood Falls Tourism. This blog post had 1,287 page views.

Live the Lawrence Life
Published by Lindsay Lovejoy [?] · August 4, 2015 ·

While many visitors are often surprised at the culinary variety Lawrence can offer, it's no surprise to Douglas County residents that the options are endless! Check out this article including food options such as [Merchants Pub & Plate](#), [The Roost](#), [The Free State Brewing Co.](#), [The Waffle Iron](#), [Zen Zero](#), [The Merc Co-op](#), and much more!



Lawrence: A Foodie's Haven

It's no surprise Lawrence has become known nationally as a culinary hot-spot. The creative restaurants in Lawrence are endless- discover them today!

LIVELAWRENCELIFE.COM

2,118 people reached [Boost Post](#)

Like Comment Share

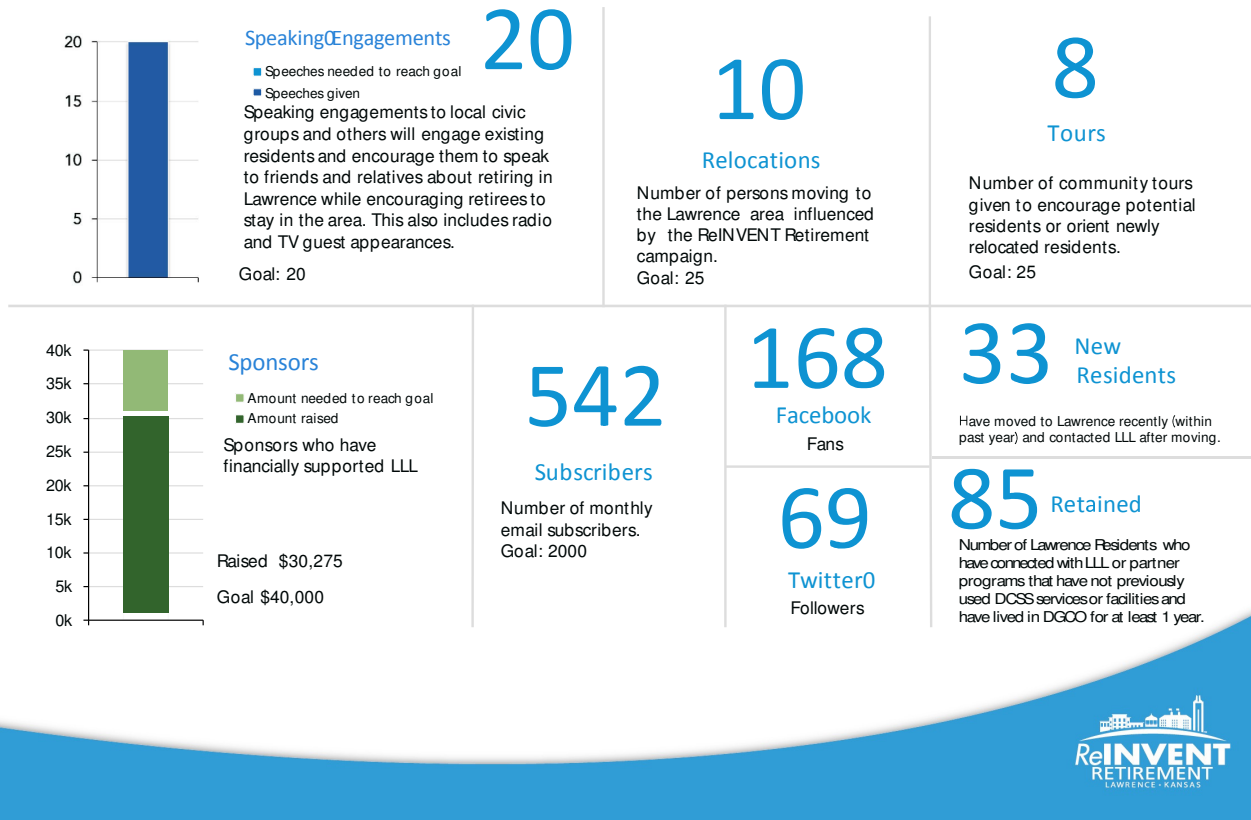
Tammy Schaff Lovejoy, Ellen Leinwetter, Lyssa Dority Surface and 12 others like this.

16 shares

16 shares including shares from Merchants Pub & Plate and Zen Zero. This blog post had 2,657 page views.

Exhibit C - ReINVENT Retirement Program Metrics

2015 ReINVENT Retirement:LLL Metrics Summary



- Relocatee - A person who engages LLL prior to purchasing/renting a residence in the area (i.e, LLL influenced and/or helped facilitate their relocation).
- New Resident - A person who has recently moved to the area and then contacts LLL.
- Retained - A current resident with no previous contact or use of DCSS services who engaged LLL for assistance (inquiries for help/guidance, classes/activities offered via partnerships, etc.)
- Tours - The goal of a tour is to provide customized information that showcases our community and reinforces to relocatee the many benefits of retiring in Lawrence.
- Talks - Any in-person marketing or presentation – group presentations, talk shows, radio shows, TV shows, etc.

Exhibit D – ReINVENT Retirement – Ambassador Speaking Engagements

1. Clenece Hills – Timeline Radio show (5 segments)
2. Kansas City Live – TV segment
3. KU Mini College (152 attendees)
4. KU Alumni (2 groups, 100 attendees)
5. Free State Festival (45 attendees)
6. Optimist Club (2 presentations)
7. Kiwanis Club
8. Lions Club
9. New Generation Society of Lawrence (NGSL) Members
10. NGSL Board
11. Baldwin Chamber of Commerce
12. Lawrence Area Partners in Aging (LAPA)
13. LAPA Health Fair
14. Lawrence Memorial Hospital Health Fair
15. Lawrence Parks & Recreation – Lifelong Learning Class