



March 22, 2016

Diane Stoddard
Assistant City Manager
City of Lawrence
6 E. 6th St.
Lawrence, KS 66044

Dear Diane,

On behalf of the board of directors and members of Downtown Lawrence, Inc., I wish to express our request to repeat the 2015 process for the Downtown Lawrence, Inc. Annual Sidewalk Sale ROW and event permit. Last year's event went very smoothly and all of the participating businesses had a great sales day. As you and City staff are aware, participation in the Annual Sidewalk Sale is a DLI member benefit. DLI coordinates and insures the event, handles all of the logistics including space allocation and creature comforts (i.e., porta potties and cooling stations for the public), and pays upwards of \$5000 per year for local and regional marketing and advertising efforts.

Since the Annual Sidewalk Sale is a DLI member event, and DLI is responsible for the ROW permit on that day, we would like the exclusive monopoly on the Downtown ROW from 5am-9pm on Thursday, July 21, 2016 and in subsequent years, and would like the City Commission to consider this request at an upcoming Commission meeting. As the exclusive permit holder that day DLI would directly issue any permits to Downtown non-member businesses and local non-profits that would like to participate. We currently charge local non-profits a \$100 booth fee to participate in the event, and charge retail vendors a \$200 vendor fee. That fee can be used for a one-day only vendor permit or, for those who wish to join, it can be applied to DLI membership dues for the rest of 2016 and they will receive all other membership benefits in addition to participation in the Annual Sidewalk Sale.

Last year's process went very smoothly and we had a fantastic event. After our request was approved we notified all Downtown businesses of the change in the permit and ROW process via letter, a follow up postcard, follow up phone calls and personal visits. We sold permits to all non-DLI members who wanted to participate and issued permits to all member businesses as well as non-profit organizations. We were even able to sell and issue same day permits at 6am that day. Downtown businesses are aware of the changes and had a positive experience last year.

As I am sure you are aware, the Annual Sidewalk Sale brings in large sales tax revenue, which benefits our community as a whole. We hope to continue to increase that revenue by repeating last year's well-coordinated, improved, and highly successful event and keep the focus on the local, Downtown retailers.

Thank you in advance for your consideration. If you have any questions or would like further information from me, please contact me.

Sincerely,

Sally Zogry
Executive Director