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| AGENCY NAME:            | Downtown Lawrence Inc.                               |
| PROJECT /ACTIVITY NAME: | Investing in Downtown Lawrence: Economic Development |
| CONTACT PERSON:         | Rick Marquez, Director                               |
| ADDRESS:                | 900 Massachusetts, Suite 100, Lawrence, KS 66044     |
| PHONE NUMBER:           | 785-842-3883   |
| AMOUNT REQUESTED:       | \$60,000   |

When does the fiscal year for the program being funded begin? January 1, 2007

Has your organization received funding from the City previously ? Yes

If so, what was the source and amount of funding received ? City of Lawrence,  
 Outside Agency Funding has been received beginning in 2000-2003 in the amount of \$50,000 each year, 2004, 2005 and 2006, \$47,500 each year.

**Description/Justification** (Using 300 words or fewer, describe the program for which funding is being requested, the importance of the program and why City funding is needed.)

The City of Lawrence contracts with Downtown Lawrence, Inc (DLI) on a yearly basis to assist and promote economic development and the vitality of downtown Lawrence. DLI promotes and markets downtown Lawrence for new non-franchised, as well as franchised retail stores, that complement and mix well within the retail environment of downtown. DLI also markets to the city of Lawrence residents as well as potential out-of-town visitors in order to raise interest and develop more shopping opportunities in the downtown area. The development of the downtown area as the center and heart of our city has provided impetus for DLI to provide guidance in economic development and marketing for the retail businesses; to develop relationships for the non-retail business, and to build on the community aspects of downtown with the new residents that have chosen to make downtown their home. DLI sponsors or partially sponsors the Downtown Farmer’s Market; Brown Bag Concerts; Salute’ Mass. Street Mosey; the Downtown Sidewalk Sale; Walktober; Halloween Trick or Treat; the Holiday Lighting Ceremony; Santa’s Arrival; and the Old Fashioned Christmas parade. Additional events are being planned. For 2007 DLI is requesting funding from the City to continue these endeavors. Along with the above events, DLI will perform the following services in an effort to preserve the economic and cultural vitality that makes our Downtown such a valuable asset: 1) Promote Downtown to ensure a strong tax revenue base; 2) Coordinate marketing efforts and act liaison for downtown occupants during waterline project; 3) Coordinate the creation and implementation of a Long Range Plan for Downtown; 4) Promote the Downtown Lawrence Historic District; 5) Act as liaison between downtown property owners/realtors and prospective tenants; 6) Encourage small, independent business to locate downtown; 7) Implement and coordinate beautification efforts; 8) Act as a clearinghouse for the city; 9) Promote use of downtown parking garage; 10) Promote use of Lawrence Transit System.

**This request should be supported (maximum of three pages) with the following information:**

1. Description of funding support received from all other sources such as the United Way, Douglas County, USD 497, state/federal grants and private funding.
2. Total budget for the agency, number of personnel, and how the funding would be used (e.g., personnel, equipment, material, etc.).
3. Does the agency anticipate the need to request funding beyond 2007? Additional information may be provided within the three (3) page limit. Submit this form and supporting material electronically to: Debbie Van Saun, Asst. City Manager at [dvansaun@ci.lawrence.ks.us](mailto:dvansaun@ci.lawrence.ks.us).

**City of Lawrence, Kansas: 2007 Outside Agency Funding Request**  
**Description: Investing in Downtown Lawrence: Economic Development**

**The Importance of our Successful Downtown**

The mission of Downtown Lawrence, "... to preserve, protect, promote Downtown Lawrence as the retail, service and professional, governmental, entertainment, and social center of our community." This is also the statement heard from community leaders, elected officials, and citizens. What we have here in Lawrence, our Downtown, is what sets us apart from other cities in the region. Downtown Lawrence is the keeper of the history of Lawrence, Kansas. Downtown Lawrence is one of the first places visitors notice about Lawrence. In the first quarter of 2005, Lawrence was featured in the *New York Times* and *Midwest Living* as a destination place. In each case, Downtown Lawrence was a key component to the article. Downtown is vital and plays an important role in attracting people to our community and is an important tool in the growth and quality of life in Lawrence. It is the envy of many Kansas communities. It is diverse, a sophisticated mix of one-of-a-kind specialty shops and galleries, restaurants, professional services, and entertainment venues. This energy and mix is what many people think of when they think of Lawrence, a destination place. The City's investment in Downtown can reap tremendous rewards in furthering the community's growth and quality. Downtown contributes to the City in a number of ways:

**Economic benefit.** With over 300 businesses located in a 16-block area, Downtown employs thousands of local residents. The area serves as an incubator for small, independent locally-owned businesses. These businesses contribute to Downtown's status as a major attraction for tourists and a destination place for others. The owners of these businesses are committed to making Downtown an attractive, safe environment for both visitors and residents.

**Historic benefit.** Lawrence is rich in history as evident in the preservation of the many historic buildings. Some 65 buildings erected between 1864 and 1872 still stand, many on the National Register of Historic Places. In 2004, Downtown won the designation as the Downtown Lawrence Historic District by the National Park Service. This designation has tremendous benefit to Lawrence with the tax incentives offered property owners willing to renovate Downtown buildings.

**Cultural benefit.** Lawrence has been given many awards, including being on the top fifteen "best small art towns in America." This is a result of the Downtown galleries featuring artwork from local, regional and national artists; the successful outdoor sculpture project; and the Arts Center. "The most culturally rich American City under 100,000 populations" was reported in a Rand-McNally survey. In numerous features on Lawrence, Kansas, Downtown Lawrence is a visible component. Downtown's diversity is rich and has been beneficial to Lawrence as what sets us apart from other mid-size cities in the region.

**Park benefit.** Downtown Lawrence is situated in a scenic setting, just a short walk from the Kansas River, and within walking distance to an historic neighborhood. The tree line streets and the City parks at both the north and south end of Downtown add significantly to the park-like atmosphere. The progress DLI and the City make in implementing a Downtown Beautification plan will significantly add to this park atmosphere and showcase Lawrence.

**Background**

Downtown Lawrence Inc. (DLI) is a not-for-profit, membership organization created to help promote the interests and economic vitality of the Downtown business district. The primary funding source for DLI is membership dues. DLI employs one full-time director, who reports to a seven member Board of Directors.

Each year the Board of Directors sets goals for the upcoming year. Much of the work accomplished is through its advisory committees: Economic Development and Marketing, Promotions and Events, and Beautification. DLI Task Forces are formed on an as need basis. Members of the Committees/Task Forces include DLI members and Board members. Since 2000, the City of Lawrence has contracted with DLI to promote economic development and the economic viability and enhancement of Downtown. DLI serves as a clearinghouse for all Downtown activities and acts as a liaison between the City and the some 300 Downtown businesses. DLI performs numerous community services including the Downtown Lawrence Farmers' Market, Noon Brown Bag Concerts (in collaboration with Parks & Recreation); collaborates with Salute! to sponsor the Annual Mass Street Mosey in Downtown businesses; the Annual

Sidewalk Sale; the Annual Halloween Trick-or-Treat; Walktober, the Annual Holiday Lighting Ceremony & Santa's Arrival; assists in sponsorship of the Annual Lawrence Old-Fashioned Christmas Parade.

### **Proposal for 2007**

DLI continues to make significant progress in the above areas. For 2007, DLI is requesting funding from the City for staffing and expenses to perform the following services that will enhance the economic viability of Downtown Lawrence in 2007 and on into the future.

- **Promote Downtown to ensure a strong sales tax revenue base.** DLI will continue to promote and market Downtown to Lawrence residents as well as those in adjacent towns. Downtown Lawrence continues to be a destination place, a day trip for visitor's, thanks in a large part to DLI's marketing efforts. DLI member merchants continue to report that over half of their customer base is from out-of-town. DLI has but a few unoccupied spaces. Downtown continues to maintain a healthy mix of locally-owned independent small businesses, and regional and national chains. The health of Downtown Lawrence keeps the small businesses here in town and keeps local tax dollars in our City. DLI promotes Downtown Lawrence through a multi-media marketing/advertising campaign including a DLI website and Downtown Lawrence Map.
- **Downtown Waterline Project.** DLI will work to coordinate efforts of Downtown Lawrence, Lawrence Chamber of Commerce, CVB, and City of Lawrence to maintain business in the affected areas. This will be accomplished through marketing and advertising, event planning, and logistical planning. DLI will also act as liaison between downtown occupants and the project contractor/engineer so that concerns of all sides can be addressed in an organized manner.
- **Coordinate the creation and implementation of a Long Range Plan for Downtown Lawrence.** DLI will work to coordinate all resources from the various entities in efforts to complete a Long Range Plan for Downtown Lawrence. The realization of this plan will serve to provide a unified vision for the Downtown area by soliciting input from all interested parties.
- **Promote the Downtown Lawrence Historic District.** The Downtown Lawrence Historic District is the pride of our community. DLI will continue to market the Historic District as a major tourist attraction and a tool to increase economic vitality. Components of the Long Range Plan could include guided and self-guided walking tours, and interactive kiosks.
- **Act as a liaison between Downtown property owners/realtors and perspective tenants.** DLI has a good working relationship with Downtown property owners and commercial realtors. Referrals are made to property owners and realtors. An information call sheet is also available and mailed to individuals requesting information on locating their business in Downtown Lawrence.
- **Encourage small, independent businesses to locate Downtown.** DLI continues to update materials and promotion packets for marketing and recruiting businesses to Downtown. In 2004, DLI printed a marketing presentation folder. In 2005, DLI utilized this tool by sending it to perspective business callers and presenting it when visiting nearby communities to promote Downtown to independent business owners. Once new businesses locate in Downtown, DLI continues to offers assistance and support.
- **Implement and coordinate beautification efforts.** In 2005-2006 the City of Lawrence passed a long term 5-year plan to beautify Downtown. DLI will continue to work with the City to implement its new five year Downtown Lawrence Beautification plan. DLI will also work with downtown businesses in order to present a clean and tidy appearance for the downtown area in regards to storefront appearances and graffiti removal.
- **Act as a clearinghouse for the City.** DLI continues to work with City staff to address issues affecting Downtown Lawrence by distributing materials and information on City issues, and on City meetings pertaining to Downtown. DLI's Director acts as the liaison between City and the Downtown community, including regular attendance at City Commission meetings. DLI continues to involve itself with issues affecting not only Downtown but also the Lawrence community (ex. DLI Task Force on Homeless Issues).
- **Promotes the use of the Parking Garage and other Long Term Parking.** Marketing and advertising campaigns highlight the parking garage and the long term parking lots. DLI encourages members and their staff to utilize the garage and long term lots. The parking garage

and all parking locations are noted in the Downtown Lawrence Map.

- **Promote the use of the Lawrence Transit System.** DLI encourages ridership whenever possible in advertisements, letters of promotion, and in conjunction with special events (the annual Sidewalk Sale, Holiday Season shopping, as well as other events). DLI will also work with downtown businesses to encourage use of the transit system by employees of these businesses.

In addition to contract activities, the DLI board is involved in activities that are intended to help ensure the viability and vitality of Downtown Lawrence. The board will continue this involvement and will encourage the director to become involved in whatever causes further the goals of the organization and the community at large.

**Outside Agency Funding Request**

Downtown Lawrence’s contribution to the City’s growth and welfare could not be achieved without the Outside Agency Funding received annually from the City. This financial support provides revenue necessary to support a fulltime staff person and coordinate numerous activities. DLI requests \$60,000 for 2007.

2007 Projected Budget (including City Outside Agency Funding)

|   | <u>Agency</u> | <u>City</u> |
|---|---------------|-------------|
| <u>Projected Income</u>                 |               |             |
| DLI 2007 Membership Dues                |               |             |
| (110 members @ \$300)                   | \$33,000      |             |
| (20 members @ \$150)                    | \$ 3,000      |             |
| Stale-Dated DLI Gift Certificates       | \$ 7,000      |             |
| Sidewalk Sale                           | \$ 1,000      |             |
| Misc. Income                            | \$ 1,000      |             |
| City of Lawrence Outside Agency Funding |               | \$60,000    |
| Sub-Total                               | \$45,000      | \$60,000    |
| TOTAL: \$105,000                        |               |             |
| <u>Projected Expenses</u>               |               |             |
| Staffing (\$38,000)                     |               |             |
| DLI Director, full time                 | \$19,000      | \$19,000    |
| Operation (\$20,000)                    |               |             |
| Rent                                    | \$ 3,600.     |             |
| Utilities                               | \$ 5,000      |             |
| Professional Services                   | \$ 7,000      |             |
| Office Expenses                         | \$ 1,400      |             |
| Insurance                               | \$ 3,000      |             |
| Coordination Activities (\$24,000)      |               |             |
| Advertising/Marketing                   |               |             |
| Print Media                             |               | \$ 7,000    |
| Radio                                   |               | \$ 4,000    |
| Television                              |               | \$13,000    |
| Direct Mail                             |               | \$ 5,000    |
| DLI Downtown Lawrence Scene/Map         | \$ 5,000      |             |
| Holiday Light Maintenance Contract      |               | \$12,000    |
| Staff Development (Conferences)         | \$ 1,000      |             |
| Sub-Total                               | \$45,000      | \$60,000    |
| Total: \$105,000                        |               |             |

**DLI anticipates the need to request funding beyond 2007.**