



City of Lawrence
Outside Agency Funding
APPLICATION

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. The decision on funding a request will be made during the City's annual budgeting process. The decision 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.

PLEASE NOTE THAT BEGINNING IN 2009, 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

Instructions: Applications for 2009 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@ci.lawrence.ks.us by the deadline of 5:00 pm on Friday, May 2, 2008.

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

Section I. Applicant Information

Legal Name of Agency: Lawrence Chamber of Commerce
Name of Program for Which Funding is Requested: Economic Development
Primary Contact Person: Beth Johnson
Address: 734 Vermont Street, Suite 101
Telephone: 785-865-4425 Fax: 785-865-4400
Email: bjohnson@lawrencechamber.com

Section 2. Request Information

- A. Amount of funds requested from the City for this program for calendar year 2009: \$195,000
(\$20,000 for KU SBDC)
- B. Will these funds be used for capital outlay (equipment or facilities) in 2009? If so, please describe:
No, we do not anticipate any funds for capital outlay during 2009.
- C. Will these funds be used to leverage other funds in 2009? If so, how: The economic development program receives funding from the City of Lawrence, Douglas County, Lawrence Chamber of Commerce, Douglas County Development and the Lawrence Douglas County Bioscience Authority. This type of partnership funding is essential to the continuation of a successful program. The funds received from the public sector are used to leverage funds from private donors for the Chamber's Focus[ED capital campaign.

- D. Did you receive City funding for this program in 2008? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.): We received funds of \$195,000 with \$20,000 for the KU Small Business Development Center as part of the Horizon 2020 Economic Development Initiative. The funds are requested as part of the non-alcohol funding requests.
- E. If you are requesting an increase in funding over 2008, please explain exactly how the additional funds will be used: No increase in funding is requested.

Section 3. Agency and Program Budget information

- A. How many paid full time employees work for your agency? 7 Volunteers? Chamber Membership
- B. What percent of your total 2008 budget goes to employee salaries and benefits? 42%
- C. What percent of your total 2008 budget is used for operating expenses? 58%
- D. What is the total estimated cost to provide the program in 2009? \$626,430
- E. What percent of 2009 program costs are being requested from the City? 28%
- F. List other anticipated sources of funding and funding amount for this program in 2009:

	<u>Anticipated Funding Source</u>	<u>Dollar Amount</u>
	City of Lawrence	\$ 175,000
	Douglas County	\$ 175,000
	Focus[ED Investors/Chamber	\$ 197,500
	DCDI	\$ 20,400
	LDCBA	\$ 20,000
	Interest/Misc. Income	\$ 5,000
	Beginning Fund Balance/Deferred Revenues	\$ 22,191
	TOTAL 2009 PROGRAM BUDGET	\$ 615,091

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.

In 2009, the Chamber of Commerce through their economic development program will continue to strengthen and enhance the initiatives from prior years. These initiatives have directly assisted in the creation of 1900 new jobs and over \$298 million in investment for our community in the past 5 years. Our efforts serve the all of Douglas County as we strive to recruit new businesses as well as retain and expand the businesses that are currently located in our area. As discussion at the elected officials level continues to be about shifting the tax base, we see our efforts as crucial to this endeavor. Without new development, we will not be able to change the future burden to more on industrial and less dependence on residential home owners.

B. How was the need for this program determined?

The City of Lawrence has contributed to the Douglas County Economic Development program for nearly two decades as part of a partnership with Douglas County and the Lawrence Chamber of Commerce. The need for economic development programs is felt throughout the country as nearly every small, large, metro, rural community has a program that works to recruit new business, retain and expand current businesses as well as works with entrepreneurs interested in starting a new endeavor. The service of the Douglas County Economic Development program is no different as we provide full service economic development and community development programs for all of Douglas County.

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

In economic development programs across the country, city governments are involved at all different levels. The participation by the City of Lawrence is critical to the partnership that provides leadership to our economic development program. The city provides leadership through their ability to plan, zone and develop infrastructure (water, sewer, streets, etc), industrial/commercial/ retail sites as well as make tax policy decisions that impact the attractiveness of our community to business. These decisions contribute to the quality of life that is essential to the expansion or relocation of a business.

Section 4. 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 3. 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.

The funds requested for 2009 include funding for salaries, basic overhead expenses, marketing, professional development, recruitment programs, and business retention efforts. We are also requesting \$20,000 for the KU Small Business Development Center as part of the Horizon 2020 economic development initiative. These funds will help maintain the Center as a one-stop resource for assisting entrepreneurs with development and expansion of new business.

During 2008, several marketing initiatives began to connect with alumni from the University of Kansas. Those efforts will continue in 2009 as well as add a few events pointed at showing alums the benefit of looking at Lawrence as a place to return for business adventures. Marketing initiatives geared at educating our local community on the benefits of economic development is also starting during 2008 and will continue in 2009. Education is much like economic development in that it is a long-term process and it will take several programs/sessions to explain the benefits of development to the community.

Our business retention efforts will strengthen with additional staff focus on this area to continue assessing the needs of our local companies and in turn working with city and county officials to maintain the relationships that are essential to keeping those companies in our community. Local companies contribute a tremendous amount to local organizations and assisting them with expansion/retention efforts only solidifies their presence in our community. Developing strong relationship with plant managers and company owners is key to knowing their needs/issues and how best to assist them.

Our focus on business attraction will continue to be a main initiative. The environment for attraction of new business remains competitive and building alliances and relationships is critical to our efforts. Our relationship with the Kansas City Area Development Council and the Kansas Department of Commerce as well as those with national site location consultants is essential. Those relationships remain intact through our constant communication with them through email, newsletters, and face-to-face contact. Our strong relationships with these individuals become an asset as companies announce relocation plans and consultants remember the people they know in different communities.

During 2008, the Chamber had a lead role in the creation and implementation of a job training program with Johnson County Community College that allows them to provide education classes in Lawrence. This is an initiative that started almost 5 years ago but moved forward last year with the JCCC beginning to hold classes at the Lawrence Virtual School. This relationship is essential as we continue working with local companies to determine and meet their employee training needs.

The Chamber, during 2008, began a Grow Green effort to educate the public (Chamber and non-chamber members) on the benefits of sustainability practices. These efforts will assist our economic development program as companies continue to push their own sustainability initiatives. Consultants will begin ranking communities on the “greenness” and we want to help Lawrence obtain a high ranking.

- B. Describe any efforts your agency has made to explore the community to determine if there are any other agencies providing similar types of services. What efforts have you made to coordination services?

There are no other local agencies or organizations that provide the variety and type of services that the Lawrence Chamber of Commerce provides through the Douglas County Economic Development program. We partner with the Kansas Department of Commerce and Kansas City Area Development Council in our efforts as these organizations work on projects for the state of Kansas or the Kansas City metro area respectively. We also partner with the Lawrence Regional Technology Center and the Lawrence Douglas County Biosciences Authority on projects that deal exclusively with technology and bioscience recruitment and expansion efforts.

Section 5. Program Objectives

Please provide three specific program objectives for 2009. 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 2009,” “credit counseling services will be provided to 600 clients in 2009,” “new digital arts program will serve 275 students in 2009” etc. **Applicants will be expected to report their progress toward meeting these objectives in their six month and annual reports to the City.**

Program Objectives

1. Increase by 10% the number of contacts made with existing businesses during 2008. This increased contact will allow for a wide-spread knowledge of the business community and their needs. It will also allow for a more comprehensive business retention report for 2009.

2. Development of additional training courses that fill the education needs of Douglas County manufacturers. The Douglas County Manufacturer's Certificate began in 2008 and the plan is to strengthen the program with classes for the second round of training classes.

3. Develop and implement an education program for the public on the benefits of being a sustainable community. This effort will assist in Lawrence obtaining a better ranking as consultants begin looking at communities in terms of greenness for company relocation decisions.

Please return completed application electronically to ctoomay@ci.lawrence.ks.us by 5:00 pm on Friday, May 2, 2008.

Office Use Only			
six month report received	<input type="checkbox"/> yes	<input type="checkbox"/> no	audit received:
annual report received:	<input type="checkbox"/> yes	<input type="checkbox"/> no	tax return received:
			<input type="checkbox"/> yes <input type="checkbox"/> no
			<input type="checkbox"/> yes <input type="checkbox"/> no