



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 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 2010 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 8, 2009.

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: Douglas County 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 2010: \$220,000
(\$20,000 for KU SBDC)
- B. Will these funds be used for capital outlay (equipment or facilities) in 2010? If so, please describe:
No funds are anticipated for capital outlay.
- C. Will these funds be used to leverage other funds in 2010? If so, how: The economic development program receives funding from the City of Lawrence, Douglas County, and the Lawrence Chamber of Commerce as the main funding sources. This type of partnership funding is essential to the continuation of a successful program. The funds received from the public sector are use to leverage funds from private donors for the Chamber's Focus[ED capital campaign.

- D. Did you receive City funding for this program in 2009? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.): The Lawrence Chamber of Commerce received funds of \$185,500 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 2009, please explain exactly how the additional funds will be used:

Section 3. Agency and Program Budget information

- A. How many paid full time employees work for your agency? 2.5 Volunteers? Chamber Membership
- B. What percent of your total 2009 budget goes to employee salaries and benefits? 34%
- C. What percent of your total 2009 budget is used for operating expenses? 34%
- D. What is the total estimated cost to provide the program in 2010? \$563,500
- E. What percent of 2010 program costs are being requested from the City? 38%
- F. List other anticipated sources of funding and funding amount for this program in 2010:

	<u>Anticipated Funding Source</u>	<u>Dollar Amount</u>
	City of Lawrence	\$ 200,000
	Douglas County	\$ 166,600
	Focus[ED Investors/Chamber	\$ 118,000
	DCDI	\$ 20,400
	LDCBA	\$ 5,000
	Interest/Misc. Income	\$ 100
	Deferred Revenues	\$ 20,000
	TOTAL 2010 PROGRAM BUDGET	\$ 530,100

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 2010, the Chamber of Commerce through their economic development program will continue to strengthen and enhance the initiatives from prior years. Our efforts serve 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 and creating new jobs, 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.

In 2010, the Chamber of Commerce through their economic development program will continue to strengthen and enhance the initiatives from prior years as well as add new programs. Our efforts serve 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 and bringing/adding new jobs to the community, 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.

The funds requested for 2010 include funding for salaries, basic overhead expenses, marketing, professional development, recruitment programs, business retention efforts, and small business assistance. 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.

In the continued tough economic times, business retention has to be the main focus of economic development efforts. Meeting with local businesses is imperative to learning their needs and determining ways that local government and organizations can assist in continued success. These meetings also provide hints of future growth potential and insight into policies that could help the community be more attractive to new/expanding businesses.

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.

The continued emphasis on bioscience companies will strengthen with the completion of the new incubator on KU's West Campus. The completion will allow for more marketing opportunities as the building will be a new addition to our limited inventory. Site location consultants continue to want information on new initiatives and the incubator provides several opportunities to contact these individuals and increase their knowledge and focus on Lawrence.

More emphasis on ways to assist small businesses is on tap for 2009 and will continue for 2010 as with a slow economy it is common to see more individuals going into business on their own. As a community we need to find new and better ways to help these individuals be successful as they can help strengthen the economy. One initiative in 2009 will be to meet with numerous small business owners to gain insight into what strategies to use to assist new start-ups. This practice will continue in 2010 and funds may be needed to assist with marketing, resources and even incentives to help these new companies.

There are a number of initiatives that assist economic development organizations in being successful and those include a community with a clear direction and goals. An initiative of the Chamber is to work with organizations and residents throughout the community to determine that direction, establish goals and then work towards achievement. Further initiatives will be defined by a community forum that is being planned for late 2009.

- 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 2010. 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 2010," "credit counseling services will be provided to 600 clients in 2010," "new digital arts program will serve 275 students in 2010" 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. Complete 33 business visits in conjunction with the City of Lawrence and Douglas County. This is would be an increase of 10% of the anticipated completion of 30 visits for 2009.

2. Participate in 6 networking/trade show events with the Kansas Department of Commerce or Kansas City Area Development Council and receive 10 direct leads from attendance and meeting with site location consultants.

3. Develop new ED Marketing materials based on the availability of the bioscience incubator and touting the new bioscience developments in Lawrence.

Please return completed application electronically to ctoomay@ci.lawrence.ks.us by 5:00 pm on Friday, May 8, 2008.

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