



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](mailto: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](mailto:ctoomay@ci.lawrence.ksu.s) or at 785-832-3409.

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**Section I. Applicant Information**

Legal Name of Agency: Downtown Lawrence, Inc.  
Name of Program for Which Funding is Requested: Downtown Lawrence Promotion and Improvement  
Primary Contact Person: Jane Pennington  
Address: P.O. Box 335, 900 Massachusetts, Ste 101, Lawrence, KS 66044  
Telephone: 785-842-3883 Fax: 785-838-9781  
Email: director@downtownlawrence.com

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**Section 2. Request Information**

- A. Amount of funds requested from the City for this program for calendar year 2010: \$42,500.00
- B. Will these funds be used for capital outlay (equipment or facilities) in 2010? If so, please describe: NO.
- C. Will these funds be used to leverage other funds in 2010? If so, how: City funds will be used to leverage matching promotional funds through dues and members' participation in the cooperative marketing strategies.
- 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.): \$42,500 from the General Fund
- E. If you are requesting an increase in funding over 2009, please explain exactly how the additional funds will be used: No increase requested.

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**Section 3. Agency and Program Budget information**

- A. How many paid full time employees work for your agency? 1 Volunteers? 20+
- 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? 17%
- D. What is the total estimated cost to provide the program in 2010? 140,000
- E. What percent of 2010 program costs are being requested from the City? 30%
- F. List other anticipated sources of funding and funding amount for this program in 2010:

<u>Anticipated Funding Source</u>	<u>Dollar Amount</u>
DLI Membership Dues	\$ 37,500
Cooperative promotional income	20,000
Sponsorships	25,000
Stale Dated Gift Certificates	10,000
Gift Certificate Sales	5,000
Outside Agency funding	42,500
<b>TOTAL 2009 PROGRAM BUDGET</b>	<b>\$ 140,000</b>

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**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.

Downtown Lawrence is an eclectic collection of primarily independently owned businesses that create a blend of shopping and service opportunities that make it a central destination for the needs of the city's residents and a leading draw for the city's visitor and convention business. While these independent, owner operated businesses provide the appealing mix of products and services that continue to bring residents and visitors Downtown, the downside of this is the absence of a central voice coordination of marketing and the establishment of a unified brand. As individual businesses, advertising and promotion budgets are small to non-existent and the independent, entrepreneurial spirits that drive these businesses don't always have the necessary expertise to effectively use the limited resources available to them. Downtown Lawrence, Inc. can serve as the single voice and economic development leader for all of downtown, not just member organizations. With coordinated promotional and marketing activities, community events and small business assistance, DLI can strengthen the effectiveness of promotion investments and provide a solid base for success of individual businesses and the community as a whole.

- B. How was the need for this program determined?

Downtown Lawrence, Inc. was formed over 30 years ago by concerned business owners in an attempt to band together to accomplish coordinated marketing and promotion of the central

business district. They knew then, as we know now, that the strength of the area and the organization is through its eclectic mix and collective experience. Every business owner also knows that it is vital to constantly be able to draw new customers to its business and work to ensure that they are meeting the needs of both new and established customers. With the advent of Internet shopping and big box stores, it is more important than ever to have effective marketing and promotions that bring people Downtown to help them discover or rediscover the treasures that await them.

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

It is in the City's best interest to help ensure that this historic and vital community core remains vibrant. A vibrant, successful core of any community is the economic driver for that community. If the core of the community crumbles, it will not take long for that crumbling to creep into all areas of the community. Downtown Lawrence is the best calling card for this community in terms of attracting visitors, conventions, new businesses and new residents, all of which are vital to the community's tax base. It is incumbent upon the City to work with DLI and member businesses to ensure that Downtown remain vital so that it can continue to drive the community's economic bus.

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#### **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.

Downtown Lawrence, Inc. will continue the three tiered promotional program; mass market advertising, targeted marketing and community events. Our mass market and targeted advertising generally takes several forms. The new Downtown Directory will be the primary vehicle for this type of promotion with distribution through direct mail, inserting in regional publications and distribution through member businesses, KU Visitor Center and Lawrence Visitor Center. We also make the directory available to convention and event organizers such as the recent Lynn Electric Kansas Marathon and the upcoming Ironman Kansas. In addition to the directory, DLI regularly places print ads in local and regional publications including LJ World, Spaces Magazine and Ink KC. In the weeks leading into the holiday shopping season, DLI also made significant investments in public radio and public television advertising. In 2009, DLI developed a radio campaign that involved the creation of a jingle that serves as a "donut" for member businesses to utilize their message to fill the "hole". In an effort to capitalize on current customers, DLI has launched an effort to create a centralized database of Downtown shoppers' mailing information to be utilized for direct mail and a new e-mail newsletter that will be developed once we have a critical mass of email addresses compiled.

DLI will continue to produce established events such as Sidewalk Sale, Holiday Lighting Ceremony, Downtown Lawrence Outdoor Film Series, Lawrence Busker Festival and Halloween Trick-or-Treat and will work with other organizations on events such as the Old Fashioned Christmas Parade, Mass Street Mosey (with Cottonwood), Get Downtown (with the Chamber of Commerce), Brown Bag Concerts (with Lawrence Parks and Recreation and the Downtown Lawrence Farmers' Market. We are making plans for a new event celebrating dogs and their owners known as Dogtoberfest (October 2009).

In serving the 120+/- member businesses, DLI also serves every other Downtown business and indirectly every citizen of Lawrence by ensuring the vitality of the city's core. Working directly with member organizations, we offer not only marketing and promotion services, but business development services as well. A new series of informal monthly breakfast meetings bring members together to learn about

activities that concern downtown and provide a venue to network with other business owners for mutual support. Our semi-annual member breakfast meetings provide opportunities for guest speakers to address specific areas of concern for our members. Our newsletters feature brief weekly articles from the KU Small Business Development Center designed to stimulate thought and discussion on a variety of issues and quarterly, in depth articles exploring specific subjects such as gathering information about customers or annual assessment of your business. We constantly promote the KUSBDC to members to encourage them to take advantage of their services and periodically develop business assistance seminars.

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?

Downtown Lawrence Inc. is a unique organization within this community given our focus on promoting Downtown and our ability to coordinate with a wide variety of organizations to bring events and activities to the area. There are other groups that provide a few similar services but they don't provide the range of services that DLI does nor do they focus on the Downtown area as we do. We partner with a variety of organizations to accomplish our goals including the Lawrence Chamber of Commerce, Lawrence Parks and Recreation, Cottonwood, Lawrence Convention and Visitors Bureau, Sherpa Sports, KU Athletics, KU Small Business Development Center and many more.

### 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. DLI will design, produce and execute a Downtown Directory with a Holiday Events insert for distribution through direct mail, publication inserts and general distribution through member businesses and visitor information centers.
2. DLI will create and execute a marketing and advertising plan comprised of print, television and radio placements throughout 2010.
3. DLI will plan and execute a minimum of eight gatherings to provide all downtown business owners the opportunity to sharpen their business skills, address issues of concern and network with fellow business owners.

**Please return completed application electronically to [ctoomay@ci.lawrence.ks.us](mailto:ctoomay@ci.lawrence.ks.us) by 5:00 pm on Friday, May 8, 2009.**

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