



2015 Economic Development Agency / Vendor Service Agency Funding Application

Applications for 2015 funding must be **complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, May 2, 2014.**

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

SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Downtown Lawrence, Inc.
Contact Name and Title: Sally Zogry, Executive Director OR Mike Logan, President
Address: 833 ½ Massachusetts St. Lawrence, KS 66044
Telephone: 785-842-3883 Fax: n/a Email: director@downtownlawrence.com

SECTION 2. REQUEST INFORMATION

- A. Program Name: **Downtown Lawrence, Inc.**
- B. Amount of funds requested from the City for this program for calendar year 2015: **\$42,5000**
- C. Did you receive City funding for this program in calendar year 2014? If so, how much? **Yes, \$42,500**
1. How would a reduction in city funding in 2015 impact the ability of your agency to provide services to/on behalf of the City? **A reduction would negatively impact our Downtown marketing, promotion, advertising, and event programs as well as our ability to serve our member businesses.**
 2. If you are requesting an increase in funding over 2014, please provide a justification for the increase.

SECTION 3. PROGRAM BUDGET INFORMATION

Provide a detailed budget for the proposed program using the following categories: personnel (list each staff position individually and note if new or existing), fringe benefits, travel, office space, supplies, equipment, other.

Personnel:

Executive Director	\$40,000
Retirement Stipend	\$1200

Contracted Services:

Accounting	\$4300
Cottonwood/JobLink	\$1260
Travel	\$300
Office Space	\$5,000
Utilities	\$2,500
Supplies	\$1,000
Equipment	\$1,000

SECTION 4. PROGRAM OBJECTIVES

Please provide three specific program objectives for 2015. 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 2015," "credit counseling services will be provided to 600 clients in 2015," "new digital arts program will serve 275 students in 2015," etc. **Applicants will be**

expected to report their progress toward meeting these objectives in their six-month and annual reports to the City.

1) DLI will bring new and returning collaborative public events to Downtown Lawrence including:

- The Downtown Summer Film Festival in conjunction with the Lawrence Public Library and Lawrence Parks & Recreation. We will show two films in the summer of 2014 and the event will be called "Dinner and a Movie." It will include Downtown restaurants selling food and drink onsite as well as a live music component prior to the film screening. Our goal is to screen six films in the summer of 2015, which is the number screened in the years prior to the festival's hiatus. This event will be free and open to the public, feature food and drink for direct purchase from Downtown businesses, free popcorn courtesy of DLI, and door prizes donated by Downtown businesses.
- Downtown Lawrence Restaurant Week will be a collaborative event among Downtown restaurants, DLI, a media outlet, and feature a charitable aspect, with plans to donate a portion of the proceeds from the event to Just Food. Just Food has agreed to collaborate on the event and to help market and promote it. Our goal is to hold the inaugural event in late Fall 2014 with participation from 15-20 restaurant partners and to grow the event in 2015.
- Holiday Festival Weekend (official event name TBD) in conjunction with the Convention and Visitors Bureau & Lawrence Sports Corporation, Chamber of Commerce, Old Fashioned Christmas Parade, Busker Festival, Silverback Productions, Lawrence Art Guild, local hotels, and potentially the Lawrence Arts Center and LOLA Art Show. This new collaborative effort will feature entertainment throughout the first weekend in December including live music, arts and crafts shows, children's activities, strolling entertainers, the Ugly Sweater Run, horse drawn carriage rides, and the Old Fashioned Christmas Parade. Our goal is for this event to be a major kickoff to the holiday season in Lawrence and ultimately to spur retail and food and beverage sales and positively impact local business as well as the City's sales tax fund. This effort will attract visitors from outside Lawrence, as well as residents, and will include hotel stay packages. Partner organizations will participate in a group marketing and promotional effort for the festival weekend in order to maximize spending power and to increase awareness and attendance.
- Winter Nights Under the Lights in conjunction with DLI member businesses. Forty-two DLI member businesses participated in the inaugural event in January 2014 and DLI is committed to growing this free, all ages event and increasing attendance. The goal is to increase traffic and sales during the historically slow post-holiday season by encouraging visitors to come Downtown and enjoy a variety of activities while the holiday lights are on display. DLI will again develop and implement a coordinated marketing plan as well as working with event partners the CVB, Lawrence Parks & Rec, Watkins Museum of History, and Lawrence Kids Calendar.
- All of these events will benefit from DLI's increased marketing and promotion efforts via social media, web, print, television, digital advertising, and radio, which began in 2013 and continue to grow.

2) DLI will produce and/or collaborate on three major Downtown Lawrence maps and businesses directories to help out of town visitors and residents navigate the Downtown district and access goods and services as well as area attractions.

- Vermont Street Parking Garage Map and Directory in conjunction with the City and the CVB. DLI will maintain and update the business directory twice per year.
- DLI Merchant Directory Kiosk at 9th and Mass. DLI will maintain update the map and directory twice per year, rotating special event and business promotions in a timely fashion.
- DLI Printed Map & Member Directory. DLI will produce a new Downtown Lawrence map and business directory that includes City parking information, area attractions, a business directory, and advertisements for Downtown businesses. DLI is implementing this project in collaboration with the City and the CVB. The printed map will be updated twice per year and distributed via the following outlets: DLI office and downtownlawrence.com website, Chamber office, CVB office, Lawrence Visitor's Center, KU Visitor's Center, local hotels, and DLI member businesses.

3) DLI will continue to plan and execute year round member gatherings. In 2014 DLI will offer 12 monthly member meetings, two annual member meetings (spring and fall), and six business development classes during the year. These gatherings provide Downtown business owners the opportunity to sharpen their business skills, address issues of concern with the City and each other, and network with fellow Downtowners. Topics of classes and meetings in 2014 include HR Best Practices, Data Breach, Business Security and Shoplifting, Collaborative Marketing via Social Media and Traditional Advertising, Opportunities with KU Sports Marketing, and a service industry specific small business class.

Applications for 2015 funding must be **complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, May 2, 2014.**

Please contact Casey Toomay, Budget Manager at ctoomay@lawrenceks.org or at 785-832-3409 with questions.