

City of Lawrence  
Outside Agency  
Bi-annual Report  
2016

Reports on activity should be submitted electronically to Danielle Buschkoetter, at [dbuschkoetter@lawrenceks.org](mailto:dbuschkoetter@lawrenceks.org). Reports on activities from January 2016 to June 2016 are due on July 15<sup>th</sup> 2016. Cumulative reports on activities from January 2016 through December 2016 are due on February 15<sup>th</sup> 2017.

**Agency Name: DMI (Destination Management Inc.)**

**Reporting Period (please check one):** ☐ January - June (deadline July 15) **xx** ☒ January – December (deadline February 15)

1. Give a brief narrative of the activities that were funded with City funds over the reporting period checked above.

DMI was reorganized in 2015 with the CVB duties now being handled by eXplore Lawrence, a designated 501-c6 organization. DMI primarily exists currently to support the efforts of Freedom's Frontier National Heritage Area, which is headquartered in Lawrence. In 2015, the City Commission provided funding in the 2016 and 2017 budget cycles to provide DMI with funding to support the salary of the Executive Director of FFNHA with the intention that after these two years FFNHA would generate the funds needed to provide for this position through fundraising and development work. The 2016 funds provided to DMI are being used for this specified purpose.
2. Provide specific detail (and supportive documents, if needed) to demonstrate progress made toward your goals/objectives.

We don't have specific details other than a signed contract, previously submitted.
3. How have you impacted the citizens of Lawrence?

FFNHA and DMI are organizations that work to broaden and further the cultural and heritage tourism. DMI, along with the City of Lawrence and Douglas County, took a lead in developing FFNHA and connecting the 41-surrounding counties to the heritage area. As such, FFNHA's headquarters in Lawrence helps to promote the past and current work of the city and county to develop the NHA (which is partially funded through the National Parks Service). Cultural and heritage tourism is an important piece of tourism development in the city and county.
4. What barriers, if any, have you encountered?

NONE
5. Review the line-item budget you provided in your application. How much of your allocation has been spent?

100% of the TGT funds (\$90,000) requested have been transferred to FFNHA to cover the salary expense of the executive director.