

City of Lawrence
Outside Agency
Bi-annual Report
2016

Reports on activity should be submitted electronically to Danielle Buschkoetter, at dbuschkoetter@lawrenceks.org. Reports on activities from January 2016 to June 2016 are due on July 15th 2016. Cumulative reports on activities from January 2016 through December 2016 are due on February 15th 2017.

Agency Name: Senior Resource Center for Douglas County, Inc. (formerly Douglas County Senior Services, Inc.) regarding the "ReINVENT Retirement: Live the Lawrence Life" marketing campaign

Reporting Period (please check one): ☐ January - June
(deadline July 15) ☒ 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.

- Sponsorship donations have been obtained from businesses ranging from \$1,000-5,000 each, totaling \$14,000 during January 1-December 31, 2016. Business partners have included Stephens Real Estate, Brandon Woods of Alvarado, Pioneer Ridge Retirement Community, McGrew Real Estate, Office Helpline, Warren-McElwain Mortuary and Cremation Services, Rumsey-Yost Funeral Home and Crematory, and Lawrence Memorial Hospital. Quid pro quo donations have been received from the Osher Institute and the Lied Center.
- An informational and appreciation breakfast for the business sponsors and other interested businesses was held at Macelli's on April 29. Around 75 people attended and heard presentations on how Baby Boomers are changing the nature of retirement from previous generations, and why Lawrence is particularly well-suited as a retirement destination.
- The website for the campaign, www.LiveLawrenceLife.com, continued to attract moderate interest. It was updated regularly, and new blogs with useful information for persons over 50 years old were posted at least monthly.
- We also posted new information on the Facebook page "Live the Lawrence Life" 2-5 times per week and with a following of 635 fans at yearend, compared to 168 at the end of 2015.
- Monthly email newsletter blasts go to persons on the email list for the campaign. At year end we had 668 subscribers, compared to 542 at the end of 2015. We added a pop-up window on our www.LiveLawrenceLife.com page in May inviting viewers to sign up for the emails to help boost the numbers.
- Half-page ad spaces were purchased in the KU alumni magazine that ran in every issue of 2016 starting in July.
- An agreement with the marketing firm ZIV was signed for May-December 2016, obligating them to a variety of tasks related to the "ReINVENT Retirement: Live the Lawrence Life" campaign, including creation of ads, maintenance of the "Live the Lawrence Life" website and Facebook page, creation of monthly email blasts, and more.
- Ads and notices about "ReINVENT Retirement: Live the Lawrence Life" also ran on the Senior Resource Center for Douglas County website and in our *60 & Better* monthly newsletter.

- Ads for "ReINVENT Retirement" ran in the Osher Institute catalogs and in the Lied Center event programs starting in July.
- Board members and the Executive Director gave 14 presentations on "ReINVENT Retirement: Live the Lawrence Life" to civic groups, at KU's Mini-College, and other locations.

2. Provide specific detail (and supportive documents, if needed) to demonstrate progress made toward your goals/objectives.

The above list of activities shows good effort by the Senior Resource Center for Douglas County to operate this economic development campaign, especially while it did not conform to the organization's prior mission as a nonprofit agency serving the needs of the county's seniors. We added this responsibility to our mission and strategic plan that were finalized in August 2016.

Lawrence is not hard to sell as a retirement destination. It continues to show up periodically on various lists as a good place to retire, such the national magazine *Where to Retire*. We hear anecdotal data from various senior living communities about how many people are moving to their facilities from outside the county, but the numbers are small (less than 15 for 2016). Such persons tend to move here to be closer to family, not because of the "ReINVENT Retirement" campaign. Hard data showing whether the campaign is succeeding do not exist and are not possible to generate. The population of persons over 65 is growing in Douglas County at a rate higher than in other Kansas counties.

3. How have you impacted the citizens of Lawrence?

The Senior Resource Center for Douglas County has great impact on the citizens of Lawrence through its many programs and services (Senior Meals, Senior Wheels, Caregiver Support, clubs, social activities, tax assistance, legal aid, Adopt-a-Senior, emergency utility and rent assistance, publications we produce, Medicare counseling and enrollment, and much more). However, we cannot determine how broadly our efforts on the "ReINVENT Retirement" campaign impact the citizens of Lawrence. No source exists for determining how many people planning retirement are choosing to move to Lawrence. Home sales, new utilities started, and other possible indicators of moving do not include age-related information, and would be incomplete anyway since they may not include renters or persons joining retirement communities. Our only indicator is from unofficial reports described in #2 above.

The closest measure is the 10-year census showing the numbers of persons in target age groups. While estimates based on trends state an expected increase in seniors in this region, actual data for comparison to 2010 will not be collected until 2020, and even then will not tell us if the growth was due to "ReINVENT Retirement: Live the Lawrence Life." Instead, our best measure of impact is to report on the activities enumerated in item #1 above. In much the same way that the Chamber of Commerce cannot state conclusively that a business came to Lawrence directly because of the Chamber's work, we cannot make a similar claim related to seniors moving here.

4. What barriers, if any, have you encountered?

- Difficulty raising the \$40,000 matching funds from Lawrence businesses
- Resistance from constituents who are concerned about the burden that will be placed on the city and county by a growing population of seniors
- Confusion about what relevance an economic development marketing campaign to attract retirees has to the provision of services to seniors already here
- Growing competition among nonprofits for limited dollars available for donation
- Removal of financial support by the City of Lawrence for the "ReINVENT Retirement" campaign in 2017. Douglas County is continuing its support for now.

5. Review the line-item budget you provided in your application. How much of your allocation has been spent?

\$100,000 of the total \$120,000 allocated from all sources for the "ReINVENT Retirement: Live the Lawrence Life" campaign were spent by yearend, since only \$100,000 of actual revenue for the campaign materialized. \$40,000 of the \$100,000 was from the City of Lawrence. All \$40,000 of the City's allocation was spent by the end of 2016.