

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: 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 \$12,000 for January 1, 2016-present. Including 2015 sponsors, business partners include Stephens Realty, Brandon Woods of Alvarado, Pioneer Ridge Retirement Community, McGrew Realty, Office Helpline, Warren-McElwain Mortuary and Cremation Services, Rumsey-Yost Funeral Home and Crematory, and Lawrence Memorial Hospital.
 - 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, has continued to attract moderate interest. It is updated regularly, and new blogs with useful information for persons over 50 years old are posted at least monthly.
 - We are also posting new information on the Facebook page "Live the Lawrence Life" 2-5 times per week and have a modest following of 175 fans, compared to 168 at the end of 2015.
 - Monthly email newsletter blasts go to persons on the email list for the campaign, a number we have been trying to grow without much success. Currently we have 532 subscribers, down from 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 space has been purchased in the KU alumni magazine. The ads will run in each edition for the remainder of the 2016 year 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 the ad.
 - Ads and notices about "ReINVENT Retirement: Live the Lawrence Life" are also running on the DCSS website and in the *60 & Better* monthly newsletter, and will soon be added to the Osher Institute publications.
 - Board members have given around eight 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 Douglas County Senior Services (DCSS) to operate an economic development campaign in addition to its mission as a nonprofit agency serving the needs of the county's seniors. We do not object to this added responsibility and are working to promote the concept. Fortunately, Lawrence is not hard to sell as a retirement destination.

Missing from this report, though, are hard data showing whether the campaign is succeeding. While we know of many retirees who have moved to Lawrence recently, we have only anecdotal data from three persons who say the "ReINVENT Retirement: Live the Lawrence Life" campaign was related to their decision.

3. How have you impacted the citizens of Lawrence?

We wish we knew whether our efforts are having a broader impact, but no source exists for determining how many people planning retirement are choosing to move to Lawrence (or those already here are staying) because of this campaign—or even who is moving to Lawrence that is in the target age group. 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. Short of a shotgun approach randomly asking seniors on the street corner if they are new to Lawrence and how they made the decision to move here, designing a feasible research study with a definable sample of subjects remains a challenge.

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, DCSS 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

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

\$45,915 of the total \$120,000 allocated from all sources for the "ReINVENT Retirement: Live the Lawrence Life" campaign has been spent. One-third of that total is from City of Lawrence funds. Therefore, \$15,302 has been spent in the first half of 2016 from \$40,000 allocated by the City of Lawrence.