



## 2016 Economic Development Agency / Vendor Service Agency Funding Application

Applications for 2016 funding must be **complete and submitted electronically to the City Manager's Office at [ctoomay@lawrenceks.org](mailto:ctoomay@lawrenceks.org) by 5:00 pm on Friday, May 15, 2015.**

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, DLI Board President  
Address: 833 ½ Massachusetts Street 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 2016: **\$49,000**
- C. Did you receive City funding for this program in calendar year 2015? If so, how much? **\$42,500**
1. How would a reduction in city funding in 2016 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 recruit, retain, and steward our member businesses.**
  2. If you are requesting an increase in funding over 2015, please provide a justification for the increase.  
**DLI serves as the voice and economic development leader for all of Downtown Lawrence, not just member businesses. DLI has grown over the last two years in terms of the scope of services we provide as well as in terms of membership. Because individual business owners have limited resources, a strong central coordination of marketing, promotion, and special events is critical in ensuring that Downtown Lawrence remains one of the best downtowns in the country.**

**DLI has played an active role in economic development, downtown density, and tourism and that role has expanded in the last two years. The executive director is a member of the City Event Committee and the eXplore Lawrence Advisory board. DLI Board members have held seats on the Cultural District Task Force, and are current members of the eXplore Lawrence Advisory Board and the 9th Street Corridor Advisory Board. We have forged close collaborative partnerships with a host of organizations including eXplore Lawrence, Lawrence Arts Center, Lawrence Public Library, Lawrence Parks and Recreation, and The Chamber and we are always looking for new ways to develop and implement community events and initiatives with these partners year round.**

**DLI would like to request that our funding be restored to the 2007 level of \$49,000. This restoration in funding would allow us to increase visibility and attract more visitors to Lawrence, all of which support our local economy. Our organization helps drive a healthy mix of retail, hospitality, professional and personal services, and residential projects downtown, which draws visitors to our vibrant city core to maintain its health and sustainability.**

**As always, Downtown Lawrence, Inc. is deeply grateful for the continued support from the City.**

### 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	\$44,000
Retirement Stipend	\$1200

**Contracted Services:**

Accounting	\$4000
Cottonwood/JobLink	\$2400
Travel	\$300
Office Space	\$5,000
Utilities	\$2000
Supplies	\$1,000
Equipment	\$1,000

### SECTION 4. PROGRAM OBJECTIVES

Please provide three specific program objectives for 2016. 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 2016," "credit counseling services will be provided to 600 clients in 2016," "new digital arts program will serve 275 students in 2016," 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 continue to produce and collaborate on community-wide public events in Downtown Lawrence including:
  - **Downtown Summer Film Festival: Dinner & A Movie.** In 2015 we will screen four films (June 4, June 25, July 9, July 30) at the Library Civic Plaza in collaboration with the Lawrence Public Library and Lawrence Parks & Recreation once again. Each screening will feature live entertainment prior to the film screening, Downtown food and drink vendors, door prizes, community outreach tables, and free popcorn provided by DLI.
  - **Free State Food Festival** on June 25, 2015 in conjunction with the Free State Festival. DLI will again coordinate an outdoor food festival featuring Downtown Lawrence restaurants and DLI member food vendors at the event's headline outdoor concert, George Clinton and Parliament Funkadelic.
  - **Annual Downtown Lawrence Sidewalk Sale** planning is underway and the event is set for Thursday, July 16, 2015. We will coordinate all logistics, arrange for creature comforts, and develop and implement a \$6,000 regional marketing campaign.
  - **Lawrence Restaurant Week** was a hit in its inaugural year of 2014 and we will present the 2015 event during the week of September 13-19. Once again we will market the event both to Lawrence residents as well as out-of-towners in order to encourage travel to Lawrence, including overnight hotel stays.
  - **Downtown Fall Food Festival** (official event name TBD) in conjunction with the Rev It Up! Hot Rod Hullabaloo Car Show benefiting Ballard Community Services on September 26, 2015. This new food festival will feature Downtown Lawrence food vendors selling food and drink throughout the day to car show attendees.
  - **Holiday Lighting Ceremony & Santa Rescue** on November 27, 2015.
  - **Winter Wonder Weekend** December 5-6, 2015. Last year's event was the first time DLI developed and implemented a new collaborative event with several ongoing holiday events and community organizations (Old-Fashioned Christmas Parade, Lawrence Parks & Rec, Lawrence Arts Center, Lawrence Public Library, Lawrence Civic Choir, Lawrence Busker Festival, LOLA Arts & Crafts Show, Lawrence Art Guild Holiday Art Show, and Big Brothers Big Sisters Gingerbread Festival & Auction) over the first weekend in December. This allowed us to maximize our individual marketing budgets while encouraging increased retail and entertainment spending Downtown that

weekend as well as additional entertainment opportunities. We look forward to building on last year's success.

- We will also collaborate on several long-standing community partner events including: Final Fridays, Downtown Lawrence Men's Olympic Shot Put, Lawrence Busker Festival, Free State Festival, Tour of Lawrence, KU Homecoming, Halloween Trick-or-Treat, St. Patrick's Day Parade, and Summer Brown Bag Concerts. We also plan to bring a new fall event, Oktoberfest, to Downtown in partnership with The Chamber and the Lawrence Public Library.

2) Downtown cleanliness, beautification, and maintenance is one of DLI's priorities for 2015/2016:

- We have employed an additional JobLink employee on Monday mornings to help with clean up after weekend foot traffic. This doubles our maintenance budget and contribution to Downtown beautification.
- We are currently in collaboration with the City Solid Waste Division, Hamm Industries, and The Chamber on facilitating and implementing Downtown recycling programs and initiatives.
- We maintain our relationship with Just Food to provide installation and take down of our holiday decorations.

3) Increased marketing, promotion and visibility for Downtown Lawrence businesses and events:

- The Downtown Lawrence merchant directory kiosk will be under construction by the end of May 2015. DLI is working in conjunction with First Construction, Treanor Architects, and Luminous Neon Art & Sign to get this project completed in a timely fashion.
- Annual maintenance and updating of the kiosk business directory and map two to three times per year including rotating special events and business promotions.
- Vermont Street Garage Downtown map and business directory maintenance and updates twice per year.
- Increased distribution of DLI printed maps (15,000 maps minimum) and a minimum of twice yearly updates. Maps are currently distributed at the Lawrence Visitors Center, in all CVB welcome bags for conferences and meetings, at all Lawrence hotels, at the KU Visitors Center, Office of First Year Experience, and Dean's Office, Lawrence Public, Library, Lawrence Arts Center, Watkins Museum of History, DLI member businesses, and are included with every Downtown Lawrence gift certificate sold (\$140,000 worth in 2014).
- DLI has developed a "Downtown Quarterly Passport" that is available to all large groups requesting special offers and discounts when visiting Lawrence. This is distributed directly by the DLI office as well as through the Lawrence Convention and Visitors Bureau (soon to be eXplore Lawrence) in their welcome bags.
- As of November 2014 we began publication of a bi-weekly public e-newsletter featuring Downtown Lawrence events, news, promotions, and information that is distributed via email to 1700 subscribers and shared with our 25,000+ social media followers on Facebook and Twitter.

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Please contact Casey Toomay, Assistant City Manager at [ctoomay@lawrenceks.org](mailto:ctoomay@lawrenceks.org) or at 785-832-3409 with questions.