

City of Lawrence Outside Agency Annual Report For Calendar Year 2021

Reports on activity should be submitted electronically to Danielle Buschkoetter, at dbuschkoetter@lawrenceks.org by 5:00pm on Tuesday, February 15, 2022. To answer the following questions please refer to your [2021 application/agreement for funding](#).

Reporting Period: Calendar Year 2021

Agency Name: Downtown Lawrence, Inc. (DLI)

1. Refer to the program in which your agency received funding; provide a participant success story that helps demonstrate the accomplishments of the program.

DLI was busy with a number of community projects in 2021 in addition to our mission to assist downtown businesses with marketing and business development support and our business district with economic development opportunities and support. We focused a lot of effort on welcoming guests, both from within and outside of Lawrence, back to downtown safely by working in collaboration with a number of partner organizations and employing a variety of marketing programs of strategies.

One example of an innovative and exciting project is the grant that we have been awarded from the Kansas Creative Arts Industries Commission for a public art initiative for reimagined spaces called "Art, Culture, Crossings." DLI has been working on this throughout 2021 and into 2022 with partners including the City, Lawrence, Cultural Arts Commission, eXplore Lawrence, Lawrence Chamber, Lawrence Arts Center, Watkins Museum, and the Spencer Museum. We hope to open this project, which will include works by five local artists, in late Spring of 2022. The initiative will include storefront exhibits in vacant spaces as well as video and performance installations. "Arts, Culture, Crossings" encompasses public art, activating public spaces and vacant storefronts, and economic development by commissioning and paying local artists for their work, and offering an event to drive visits to Lawrence and exploration of our community.

2. Refer to your 2021 agreement for funding; provide a brief narrative of the activities funded with City funds.

DLI was involved in and implemented a number of events, projects, and initiatives including:

- Parking updates/rollout: assistance with communications and marketing to public
- Parklets/Curbside Parking program: continued involvement in long term program guidelines and implementation
- Downtown Transit Transfer Hub: discussion of plans and locations with consultants and City staff; facilitation of meetings for downtown stakeholders
- Downtown Master Plan: facilitation of public engagement opportunities including Town Hall Meeting in May 2021
- Lawrence Restaurant Week: transitioned the event from a downtown focused to a citywide event in collaboration with Lawrence Restaurant Association
- 61st Annual Sidewalk Sale returned in September 2021
- City Commission Candidates Forum: hosted a forum for candidates to share their plans and understanding of downtown issues with stakeholders and members of the community
- Belgian Waffle Ride: partnered with race organizers and Sunflower Outdoor & Bike; developed an economic development opportunity via offering the Downtown Lawrence gift card as a race prize to all finishers - \$10,000 of gift cards purchased and distributed to be spent downtown
- Holiday Lighting/Santa Rescue: brought back the annual holiday season kickoff event

- Shop Local Holiday Shopping campaign: partnered with Lawrence Chamber and eXplore Lawrence to promote local holiday shopping and entertainment options

3. Refer to your 2021 agreement for funding; report what progress was made toward your proposed outcomes and comment as necessary.

Outcomes	List 2021 outcomes from agreement	Comment as necessary
Outcome #1	Serve 500,000 clients	welcoming and encouraging downtown visits from locals and out of town visitors in a safe and responsible manner by implementing marketing campaigns and sharing public health recommendations
Outcome #2	provide economic development and business development opportunities for all downtown businesses	marketing and encouraging the #shoplocal and support local independent businesses movements; administering Downtown Lawrence gift card program - \$200,000 in sales in 2021; providing community outreach and engagement opportunities and producing local events throughout the year
Outcome #3	expand local and regional marketing efforts	increased marketing and promotion efforts over 2020 via paid and organic campaigns including social media, local and regional radio, earned media in local and regional radio, newspapers and TV

4. Refer to the line-item budget provided in your 2021 application for funding; is this accurate to how your allocation was actually spent? If no, what changed and why?

Budget Categories	Requested Amount	Actual Amount	Comment as necessary
Personnel			
Fees & Services			
Estimates/Bids			
Travel			
Marketing			
Cost of Materials			
Operating Expenses	49,000	49,000	
Other			
Grand Total			