

City of Lawrence Outside Agency Annual Report For Calendar Year 2022

Reports on activity should be submitted electronically to Lindsay Hart, at lihart@lawrenceks.org by 5:00pm on Wednesday, February 15, 2023. To answer the following questions please refer to your 2022 request for funding.

Reporting Period: Calendar Year 2022

Agency Name: Downtown Lawrence, Inc.

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 2022 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 continued our effort to welcome guests, both from within and outside of Lawrence, downtown by working with many partner organizations and employing a variety of marketing programs and strategies.

The Mass Street Madness events in April 2022 for the NCAA Men's Basketball National Championship were a tremendous success. DLI collaborated with eXplore Lawrence, Lawrence Parks and Recreation, The Granada Theater, the Watkins Museum, and the City of Lawrence to create a daylong comprehensive event to attract and entertain residents and visitors downtown to celebrate the Jayhawks appearance in the Final Four. The City's safety plan required that Mass Street remain closed all day on Saturday and Monday of Final Four weekend, which would normally result in a devastating loss of traffic and revenue for downtown businesses as well as creating discontent and distrust among business owners. We and our partners developed and implemented activities to take advantage of the street closure and create a fun and festive environment. Downtown hosted over 25,000 visitors on Saturday, April 2nd and over 75,000 visitors on Monday, April 4th. We collaborated with KU Athletics and the City of Lawrence to plan the National Championship Parade on Sunday, April 10th that welcomed close to 100,000 people to Mass Street.

2. Refer to your 2022 agreement for funding; provide a brief narrative of the activities funded with City funds.
 - Parking updates including downtown employee permit pilot project: assistance with communications and marketing to public
 - Parklets/Curbside Parking program: continued involvement in long term program guidelines and implementation, including advocacy for the addition of amenities areas to the parklet program
 - Downtown Safety and Security: facilitation of public engagement including a DLI Members meeting to meet with Housing Initiatives staff and discuss supportive housing and homeless sheltering plans
 - Forum on Homelessness: hosted a public forum and public engagement opportunity with speakers from City Housing Initiatives, Lawrence Community Shelter, Lawrence Police Dept., and Lawrence Parks and Rec.
 - Lawrence Restaurant Week: completed the transition of the event from a downtown focused to a citywide event in collaboration with Lawrence Restaurant Association and eXplore Lawrence
 - 62nd Annual Sidewalk Sale & Family Fun Day debuted in September 2022 – developed great partnerships with KU Athletics and local organizations to provide a retail event alongside family friendly activities; marketed regionally to attract day and overnight visitors to Lawrence
 - Lawrence Oktoberfest: reintroduced a community wide Oktoberfest event in partnership with Abe & Jake's Landing and Crown Distributors and marketed regionally to attract out of town visitors to attend

- Belgian Waffle Ride: partnered for the 2nd year 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: transitioned ownership of annual event to Lawrence Central Rotary/Lawrence Kids Calendar
- Shop Local Holiday Shopping campaign: developed online Holiday Gift Guide and attendant campaign to promote local holiday shopping and entertainment options

3. Refer to your 2022 agreement for funding; report what progress was made toward your proposed outcomes and comment as necessary.

Outcomes	List 2022 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 - \$210,000 in sales in 2022; providing community outreach and engagement opportunities and producing local events throughout the year; collaborative Mass Street Madness events for Final Four weekend
Outcome #3	expand local and regional marketing efforts	increased marketing and promotion efforts over 2021 via paid and organic campaigns including social media, local and regional radio, earned media in local and regional radio, newspapers and TV; increased collaboration with local partners to promote downtown Lawrence as a top destination

4. Refer to the line-item budget provided in your 2022 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			