

October 13, 2010



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CITY MANAGERS OFFICE  
LAWRENCE, KS

David Corliss, City Manager  
City Hall  
P. O. Box 708  
Lawrence, KS 66044

Re: 2010 2<sup>nd</sup> & 3<sup>rd</sup> Quarter DLI Reports

Dear Dave:

I must be getting older because it feels like the last 6<sup>th</sup> months have gone by in the blink of an eye. But it probably has more to do with all the activities for the 2<sup>nd</sup> and 3<sup>rd</sup> quarters.

The film festival was a huge success this year. We believe that the switch to 6 consecutive weeks played a big role in building our audience sizes from the 300 range to well over 500. We are scrambling to figure out where to continue this great event now that our "screen" will no longer be available. Sidewalk Sale was also quite successful with many merchants reporting higher than normal sales.

But, our crowning achievement has been the launch of Final Fridays. With the significant support from the City and the Cultural Arts Commission, we have been able to get the ball rolling in a big way. Locations are clamoring to get involved which has resulted in a number of new DLI memberships. Merchants are reporting some pretty significant increases in business due to the event and everyone believes that there is tremendous future growth potential.

I am attaching the 2010 Master Director's Report along with a balance sheet and the P&L for the 2<sup>nd</sup> & 3<sup>rd</sup> quarter to keep you apprised of our activities. We would also like to request the disbursement of the final allotment at this time. Please let me know if you have any questions.

Sincerely,

  
Mary Cox  
President  
Board of Directors

cc: Diane Stoddard  
Cynthia Boecker Wagner



## 2010 MASTER

| Membership Expansion & Retention | Activities                    | Accomplishments                                                                                                                                                                                              |
|----------------------------------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Communication                    | Downtown Digest               | Published 1.8, 1.15, 1.22, 1.29, 2.5, 2.12, 2.19, 2.26, 3.5, 3.12, 3.22, 3.29, 4.2, 4.16, 4.24, 5.7, 5.14, 5.21, 6.4, 6.11, 6.18, 6.25, 7.2, 7.9, 7.16, 7.23, 8.4, 8.27, 9.14, 9.24                          |
|                                  | February Breakfast            | Recruited location (Library), planned agenda (Social Media) invited speaker (Heather Braun, NEKLS)<br>Executed Breakfast – great turnout and good feedback, discussed potential future subjects at Library   |
|                                  | March Breakfast               | Recruited location (Arts Center), planned agenda (Arts Center) arranged speaker (Susan Tate) Executed Breakfast – many new faces, good discussion about potential monthly art event                          |
| Periodic Member Breakfasts       | April Member Meeting          | Set date, began discussion of agenda, finalized agenda, recruited speakers and panel participants, created and mailed invitations, received RSVPs<br>Executed meeting including moderating panel discussion. |
|                                  | May Breakfast                 | Recruited speaker – Constance Wolfe re Give Back and Credit Card Processing Executed breakfast                                                                                                               |
|                                  | July Breakfast                | Recruited speaker – Mike Amyx, secured location<br>Executed breakfast                                                                                                                                        |
|                                  | September Breakfast           | Discussed potential speaker                                                                                                                                                                                  |
|                                  | Semi-Annual October Breakfast | Reserved location, secured speakers, selected menu<br>Follow-up with speakers, location, prepared invitation                                                                                                 |
| Membership Campaign              | November Breakfast            | Secured speaker                                                                                                                                                                                              |
|                                  | Current Tally                 |                                                                                                                                                                                                              |
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# Downtown Lawrence, Inc. Directors Report

## 2010 MASTER

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|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----|-----|----|---|
| Website                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |   |     |     |    |   |
|                           | 12.1.09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 5 | 113 | 118 | 11 | 7 |
| Gift Card Program         | Percent                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |   | 94  | 103 |    |   |
|                           | <p>Explored addition of revolving banner and sidebar ad space</p> <p>Coordinated addition of banner and sidebar space, made initial inquiries to sell space</p> <p>Created banner and sidebar ads for Film Festival and Gift Certificates</p> <p>Created banner and sidebar ads for Art Tougeau, Tour of Lawrence</p> <p>Created banner and sidebar ads for Buster Festival</p> <p>Updated ads</p> <p>Updated ads, explored new options for added pages</p> <p>Updated ads, worked on store options</p>                                                                                                                                                                                                                                                       |   |     |     |    |   |
| Gift Registry             | <p>Met with Store Financial, checked references.</p> <p>Rechecked references, investigated insurance, negotiated final pricing</p> <p>Explored a proposal with Profit Point, prepared side-by-side comparison of PP with Store Financial, talked with random members about options</p> <p>Webinar and Discussion with TenderCard rep, discussions with US Bank rep</p> <p>Re-visited TenderCard proposal</p> <p>Preliminary discussion with US Bank re: merchant processing</p> <p>Met w/ Jill Hoffman, talked to Niko, met again with Jill Hoffman, explored existing free gift registry sites</p>                                                                                                                                                           |   |     |     |    |   |
|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |   |     |     |    |   |
| Coop Promotional Projects | <p>Met with UDK, KCStar (Spaces, Star, KC.com, Ink), Lawrence Kids, LI World to negotiate rates and annual contracts. Met with new designer to discuss direction for 2010.</p> <p>Coordinated design of ads for Spaces, Living in Lawrence, KU Visitor Guide, negotiated contract with Living in Lawrence, worked with new designer on new look and message.</p> <p>Continued discussions re: new look and message, coordinated design of ads for Lawrence Kids</p> <p>Coordinated design of ads for Spaces, Lawrence Kids, Topeka Magazine, negotiated contract with Topeka Magazine</p> <p>Developed LI World schedule for Sidewalk sale</p> <p>Coordinated design and placement of Sidewalk Sale ads</p> <p>Working on 2010 directory design and sales</p> |   |     |     |    |   |
|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |   |     |     |    |   |
| Periodic Promotions       | <p>Advertising</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |   |     |     |    |   |
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2010 MASTER

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| Community Events and Downtown Activities<br>Film Festival | Activities      | Continued 2010 directory sales, arranged for JoCo distribution                                                                                                                                                                   |
|                                                           |                 | Continued 2010 directory sales, met with designer, finalized JoCo distribution                                                                                                                                                   |
| Seasonal Ice Skating Rink                                 | Facilities      | Continued to field booth requests, supervised booth set-up, monitored sale                                                                                                                                                       |
|                                                           |                 | Developed mock-up for "Passport to Savings", discussed with Anne @ CVB, started recruiting participants                                                                                                                          |
|                                                           | Accomplishments | Worked with Chamber and KAI on co-marketing for KU Relays and Spring Scrimmage.                                                                                                                                                  |
|                                                           |                 | Finalized offers for Relays and Scrimmage coupon flyers, recruited offers for Passport                                                                                                                                           |
|                                                           | Activities      | Finalized, printed and delivered Relays and Scrimmage flyers, coordinated day of activities                                                                                                                                      |
|                                                           |                 | Met with Sunflower Broadband reps to discuss video production, received and approved SB proposal, met with KC Star re: holiday ads                                                                                               |
|                                                           | Facilities      | Finalized TCM proposal and delivered to contact                                                                                                                                                                                  |
|                                                           |                 | Contacted owners for permission, established tentative schedule and program                                                                                                                                                      |
|                                                           | Activities      | Developed schedule and sponsorship marketing materials, submitted KAC Grant application                                                                                                                                          |
|                                                           |                 | Finalized sponsors, worked with designer for posters, negotiated in-kind sponsorship for design and advertising, prepared permit application                                                                                     |
|                                                           | Facilities      | Printed and distributed posters and flyers, investigated alternate popcorn plan, booked bands, worked with sponsors on pre-screening ads                                                                                         |
|                                                           |                 | Executed first four films including collection of prizes, packaging of t-shirts, purchase of popcorn supplies, drinks, popped corn, developed ads for Grandon & Grandon and Kizer Cummings                                       |
|                                                           | Facilities      | Executed final films, last film rained out, filed KAC Final Report                                                                                                                                                               |
|                                                           |                 | Explored alternate locations, priced inflatable screen                                                                                                                                                                           |
|                                                           | Facilities      | Met with Ice Rink Event rep to look at potential sites and discuss pros and cons.                                                                                                                                                |
|                                                           |                 | Met with Corliss, discussed with Hecker                                                                                                                                                                                          |
|                                                           | Facilities      | Held Economic Development exercise with PICEE Project class, they showed great enthusiasm, discovered "synthetic ice rinks" and began exploring as alternative, contact Fire and Medical to discuss possible 8th street location |
|                                                           |                 | Discussed 8th street location with Fire & Medical, explored artificial ice,                                                                                                                                                      |

# Downtown Lawrence, Inc. Directors Report

## 2010 MASTER

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| <p><b>Buskerfest 2010</b></p>            | <p><b>walked potential site with Public Works, supplied additional information for City budget discussion</b><br/> <b>Met with Mark Wolfson and Jeff Hatfield to discuss potential sponsors.</b><br/> <b>Prepared sponsorship package.</b><br/> <b>Reviewed Richard's proposal and discussed prospects.</b><br/> <b>Worked with Renner on grant applications.</b><br/> <b>Updated website information</b><br/> <b>Planning meetings</b><br/> <b>Meetings and distributed postcards</b><br/> <b>Meeting and distributed postcards, negotiated media sponsorship with the Pitch</b><br/> <b>Meetings and postcard distribution</b><br/> <b>Executed event, post-mortem meetings to plan for next year</b></p>                                                                                                                                                                                                                               |
| <p><b>Dogtoberfest 2010</b></p>          | <p><b>Sponsorship</b><br/> <b>Began draft proposal to Hill's</b><br/> <b>Discussed with committee</b><br/> <b>Contacted by vendors to discuss their leadership on event</b><br/> <b>Met with volunteers who are willing to take over the event</b><br/> <b>Correspondence with organizers</b><br/> <b>Corresponded with organizers</b><br/> <b>Posted event on website, promoted through Facebook page</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p><b>Final Fridays Gallery Walk</b></p> | <p><b>Collaboration</b><br/> <b>Met with Susan Tate</b><br/> <b>Discussed with Special Event Committee, submitted grant applications to KAC and LCAC</b><br/> <b>Planned next steps with Susan</b><br/> <b>Discussed additional funding with LCAC, met with LAC, CVB, Chamber to work out details</b><br/> <b>Filed paperwork for Downtown Lawrence Arts District incorporation, met with owners/representatives re: use of buildings for "flash" space, fielded entries for logo competition, set up website and Facebook page, created sponsorship proposal</b><br/> <b>Visited potential "flash galleries", met with designer re: posters, map, ads, prepped information for selection committee</b><br/> <b>Worked with designer to design and place ads in KC Studio, LCT program and Lied Program, designed, proofed, published and distributed brochure, attended Family Arts Festival at Lied to promote event, finalized</b></p> |

## 2010 MASTER

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| Urban Culture Project                                                                       | agreements for flash spaces, assisted with installation at 739 Mass, facilitated installation at Hobbs Taylor, coordinated design, production and delivery of flags, obtained permits for flags, coordinated planning meeting, recruited board members, held initial DLAD board meeting. Updated brochure for October, met with potential new flash galleries, planned DLAD board retreat, fielded emails from interested artists and potential locations, met with potential locations, executed event |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                                             | Collaboration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Met with Charlotte Street Foundation to discuss model for gallery and studio space in vacant buildings                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Anti-Panhandling Community Education Campaign                                               | Met with Corliss re: City involvement, researched Atlanta's campaign, outlined local effort                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                                             | Continued research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Submitted request to City Commission for City participation<br>Obtained commitment for Megan's time and participation, scheduled initial meeting, sent invitations to key players<br>Met with key players, had fruitful discussion, planned next steps<br>Met with Chief Olin re: police involvement in gathering statistics and participation in campaign<br>Discussed design of materials with Megan Gilliland<br>Drafted handout, submitted to City for approval, corresponded with potential volunteers for distribution |
| KU Athletics                                                                                | Met re: September 2 <sup>nd</sup> Football Kick-off event                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                                             | Continued meetings re: Sept 2 <sup>nd</sup> pep rally, researched staging and sound options                                                                                                                                                                                                                                                                                                                                                                                                             | Met re: Homecoming Pep Rally, discussed other potential KU involvements                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Business Development Assistance<br>Centralized Database<br>Kansas Workforce Center<br>Other | Activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Accomplishments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                                             | Data Collection                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Continued collection and replenishment of pads and data entry.<br>Met with reps to discuss promoting their free services to members                                                                                                                                                                                                                                                                                                                                                                                          |
| City Funding                                                                                | Activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Accomplishments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                                             | Reporting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Started 4 <sup>th</sup> quarter report<br>Worked on 4 <sup>th</sup> quarter report<br>Worked on 4 <sup>th</sup> quarter report<br>Submitted 4 <sup>th</sup> quarter '09 and 1 <sup>st</sup> quarter '10 reports, requested distribution of funds<br>Submitted application for 2011 funding                                                                                                                                                                                                                                   |

Downtown Lawrence, Inc. Directors Report

2010 MASTER

2010 Budget & Financials

**Started 2<sup>nd</sup> quarter '10 report**  
**Completed 2<sup>nd</sup> and 3<sup>rd</sup> quarter reports**

Revised draft budget, Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, started doing payroll and reconciling operating account, created and delivered Accountants copy of Quickbooks data.

**Revised draft budget and entered into QB, Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, payroll and reconciling operating account**  
Finalized budget and edited in QB, Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, payroll and reconciling operating account

**Finalized budget and edited in QB, Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, payroll and reconciling operating account**  
Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, payroll and reconciling operating account, worked with accountant on year-end reporting, worked with bank to change signatures

**Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, payroll and reconciling operating account**

Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, payroll and reconciling operating account

**Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates,**

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| <p><b>Cottonwood Partnership<br/>Board Support</b></p> | <p><b>payroll and reconciling operating account</b><br/>Entered receipts and payables, formatted reports and prepared for distribution, created and distributed month end statements, continued monitoring and billing for unauthorized redemption of gift certificates, payroll and reconciling operating account</p> <p><b>Delivered signed agreement</b><br/>Wrote and distributed minutes, agenda, followed up with County Appraiser for square footage, discussed health insurance options with Willis HRH. 10/13/2010</p> <p><b>Reviewed and distributed minutes, agenda.</b><br/>Represented Board at Planning Commission re: LCS new location, reviewed and distributed minutes, created agenda.</p> <p><b>Reviewed and distributed minutes, created Agenda, attended City Commission to speak in favor of LCS, 15 min meters etc.</b><br/>Reviewed and distributed minutes, agenda.</p> <p><b>Created agenda, reviewed and distributed minutes</b><br/><b>Created Agenda, reviewed and distributed minutes</b><br/>Created agenda, reviewed and distributed minutes, researched IDA</p> <p><b>Met with several businesses interested in joining to participate in Final Fridays, had lunch with Doug Compton to cultivate better relationship.</b></p> |
| <p><b>Retention and Expansion</b></p>                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |