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**APR 06 2010**  
**CITY MANAGERS OFFICE**  
**LAWRENCE, KS**

April 6, 2010

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

Re: 2010 1<sup>st</sup> Quarter DLI Report

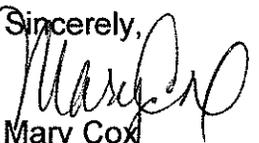
Dear Dave:

At long last, Spring! We thought it would never come. Mass Street is looking as lovely as ever thanks to the Parks and Rec department plantings. They do a great job.

It is hard to believe that we have already finished the 1<sup>st</sup> Quarter of 2010. From all reports, the holiday shopping season was better than '08 and most merchants are looking forward to continued growth in sales.

I am attaching the 2010 Master Director's Report along with a balance sheet and the P&L for the 1<sup>st</sup> quarter to keep you apprised of our activities. Please let me know if you have any questions.

Sincerely,

  
Mary Cox  
President  
Board of Directors

cc: Diane Stoddard  
Cynthia Boecker Wagner

Membership Expansion & Retention	Activities	Accomplishments																																				
Communication Periodic Member Breakfasts	Downtown Digest February Breakfast	Published 1, 8, 15, 22, 29, 25, 2, 12, 2, 19, 2, 26, 3, 5, 3, 12, 3, 22, 3, 29 Recruited location (Library), planned agenda (Social Media) invited speaker (Heather Braun, NEKLS) <b>Executed Breakfast – great turnout and good feedback, discussed potential future subjects at Library</b>																																				
	March Breakfast	Recruited location (Arts Center), planned agenda (Arts Center), arranged speaker (Susan Tate), <b>Executed Breakfast – many new faces, good discussion about potential monthly art event</b>																																				
	April Member Meeting	<b>Set date, began discussion of agenda, finalized agenda, recruited speakers and panel participants, created and mailed invitations, received RSVPs</b>																																				
Membership Campaign	Current Tally	<table border="1"> <thead> <tr> <th>Date</th> <th>'10 New</th> <th>Renewed</th> <th>Total</th> <th>LYBUNT*</th> <th>SYBUNT**</th> </tr> </thead> <tbody> <tr> <td>3.31.10</td> <td>9</td> <td>79</td> <td>88</td> <td>31</td> <td>16</td> </tr> <tr> <td>2.28.10</td> <td>8</td> <td>66</td> <td>74</td> <td>44</td> <td>16</td> </tr> <tr> <td>1.31.10</td> <td>8</td> <td>63</td> <td>71</td> <td>48</td> <td>16</td> </tr> <tr> <td>12.1.09</td> <td>5</td> <td>113</td> <td>118</td> <td>11</td> <td>7</td> </tr> <tr> <td>Percent</td> <td></td> <td>69</td> <td>74</td> <td></td> <td></td> </tr> </tbody> </table>	Date	'10 New	Renewed	Total	LYBUNT*	SYBUNT**	3.31.10	9	79	88	31	16	2.28.10	8	66	74	44	16	1.31.10	8	63	71	48	16	12.1.09	5	113	118	11	7	Percent		69	74		
Date	'10 New	Renewed	Total	LYBUNT*	SYBUNT**																																	
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Percent		69	74																																			
Website		Explored addition of revolving banner and sidebar ad space <b>Coordinated addition of banner and sidebar space, made initial inquiries to sell space</b>																																				
Gift Card Program Gift Registry	Research	Created banner and sidebar ads for Film Festival and Gift Certificates <b>Met with Store Financial, checked references.</b> <b>Met w/ Jill Hoffman, talked to Niko, met again with Jill Hoffman, explored existing free gift registry sites</b>																																				
Coop Promotional Projects Periodic Promotions	Activities Advertising	<b>Accomplishments</b> Met with UDK, KCStar (Spaces, Star, KC.com, Ink), Lawrence Kids, LJ World to negotiate rates and annual contracts. Met with new designer to discuss direction for 2010. <b>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.</b> Continued discussions re: new look and message, coordinated design of ads for Lawrence Kids Developed mock-up for "Passport to Savings", discussed with Anne @ CVB																																				

2010 MASTER

<p>Community Events and Downtown Activities Film Festival</p>	<p>Started recruiting participants. 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.</p>
<p>Seasonal Ice Skating Rink</p>	<p><b>Accomplishments</b> Finalized TCM proposal and delivered to contact. Contacted owners for permission, established tentative schedule and program. Developed schedule and sponsorship marketing materials, submitted KAC Grant application.</p>
<p>Buskerfest 2009</p>	<p><b>Facilities</b> Met with Ice Rink Event rep to look at potential sites and discuss pros and cons. <b>Met with Corliss, discussed with Hecker</b> Held Economic Development exercise with PIECE Project class, they showed great enthusiasm, discovered "synthetic ice rinks" and began exploring as alternative, contact Fire and Medical to discuss possible 8<sup>th</sup> street location. Reviewed Richard's proposal and discussed prospects. <b>Worked with Renner on grant applications.</b> Updated website information.</p>
<p>Dogtoberfest 2009</p>	<p><b>Sponsorship</b> Began draft proposal to Hill's <b>Discussed with committee</b> Contacted by vendors to discuss their leadership on event</p>
<p>Final Fridays Gallery Walk</p>	<p><b>Collaboration</b> <b>Met with Susan Tate</b> Discussed with Special Event Committee, submitted grant applications to KAC and LCAC</p>
<p>Urban Culture Project</p>	<p><b>Collaboration</b> Met with Charlotte Street Foundation to discuss model for gallery and studio space in vacant buildings</p>
<p>Anti-Panhandling Community Education Campaign</p>	<p>Met with Corliss re: City involvement, researched Atlanta's campaign, outlined local effort. <b>Continued research</b> Submitted request to City Commission for City participation</p>
<p>Business Development Assistance Centralized Database Other</p>	<p><b>Activities</b> Data Collection <b>Accomplishments</b> Continued collection and replenishment of pads and data entry. <b>Accomplishments</b></p>

2010 MASTER

City Funding

2010 Budget & Financials

Reporting

Started 4th quarter report

Worked on 4th quarter report

Worked on 4th quarter report

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

Delivered signed agreement

Wrote and distributed minutes, agenda, followed up with County Appraiser for square footage, discussed health insurance options with Willis HRH.4/6/2010

**Reviewed and distributed minutes, agenda.**

Represented Board at Planning Commission re: LCS new location, reviewed and distributed minutes, created agenda.

Cottonwood Partnership  
Board Support

**Downtown Lawrence, Inc.**  
**Balance Sheet**  
**As of March 31, 2010**

	<u>Mar 31, 10</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Do.Co Gift Cert 990205	44,615.00
FIRSTAR OPERATING ACCT 4960	-2,202.35
In-kind Exchange	661.00
ING Direct	32,782.04
Paypal	1,340.49
<b>Total Checking/Savings</b>	<u>77,196.18</u>
<b>Accounts Receivable</b>	
Accounts Receivable	-15.00
<b>Total Accounts Receivable</b>	<u>-15.00</u>
<b>Other Current Assets</b>	
Cash Basis A/R Adjustment	415.00
GC Inventory	1,000.00
<b>Total Other Current Assets</b>	<u>1,415.00</u>
<b>Total Current Assets</b>	78,596.18
<b>Fixed Assets</b>	
Accumulated Depreciation	-855.55
Plant, Property&Equipment	1,098.34
<b>Total Fixed Assets</b>	<u>242.79</u>
<b>TOTAL ASSETS</b>	<u><b>78,838.97</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
FICA & Fed W/H Payable	661.42
Gift Certificate Payable	54,555.00
KS & Fed Unemployment Payable	535.57
KS W/H Payable	81.00
<b>Total Other Current Liabilities</b>	<u>55,832.99</u>
<b>Total Current Liabilities</b>	<u>55,832.99</u>
<b>Total Liabilities</b>	55,832.99
<b>Equity</b>	
FundBalance	50,927.43
Opening Bal Equity	1,055.96
Net Income	-28,977.41
<b>Total Equity</b>	<u>23,005.98</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>78,838.97</b></u>

**Downtown Lawrence, Inc.**  
**Profit & Loss Budget vs. Actual**  
**January through March 2010**

	Jan - Mar 10	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Downtown Directory	175.00	225.00	-50.00	77.8%
Dues	12,248.75	16,500.00	-4,251.25	74.2%
Dues Early Discount	-51.25			
Dues Multilocation Discount	-125.00	-250.00	125.00	50.0%
Gift Crtfc sold by DLI direct	225.00	400.00	-175.00	56.3%
Handling Charge	0.75	30.00	-29.25	2.5%
Sponsorship				
Film Festival sponsorship	0.00	5,400.00	-5,400.00	0.0%
<b>Total Sponsorship</b>	<b>0.00</b>	<b>5,400.00</b>	<b>-5,400.00</b>	<b>0.0%</b>
<b>Total Income</b>	<b>12,473.25</b>	<b>22,305.00</b>	<b>-9,831.75</b>	<b>55.9%</b>
<b>Gross Profit</b>	<b>12,473.25</b>	<b>22,305.00</b>	<b>-9,831.75</b>	<b>55.9%</b>
<b>Expense</b>				
Advertising	8,746.30	5,500.00	3,246.30	159.0%
Bank Chrg	-0.75	65.00	-65.75	-1.2%
Contracted Services	2,765.50	3,000.00	-234.50	92.2%
Cottonwood	100.00			
Depreciation	48.51	48.51	0.00	100.0%
Equipment	549.19	150.00	399.19	366.1%
GC Stale Dated Check	600.00	100.00	500.00	600.0%
Gift Certificate expense	963.00	963.00	0.00	100.0%
Gift Certificates to sell	1,450.00	1,000.00	450.00	145.0%
Insurance	-10.00			
Internet	209.00			
Late Fee	10.00			
Meals & Entertainment	170.19	175.00	-4.81	97.3%
Meetings	443.30	335.00	108.30	132.3%
Memberships	70.00	30.00	40.00	233.3%
Miscellaneous	21.52	95.00	-73.48	22.7%
Office Rent	45.00			
Office Supplies	439.39	250.00	189.39	175.8%
Payroll				
Administrator	8,793.75	8,794.50	-0.75	100.0%
Bonus	577.02			
Commission	0.00	700.00	-700.00	0.0%
Health Insurance Stipend	450.00	450.00	0.00	100.0%
Insurance	343.00			
<b>Total Payroll</b>	<b>10,163.77</b>	<b>9,944.50</b>	<b>219.27</b>	<b>102.2%</b>
Payroll Taxes				
FICA	751.29	750.00	1.29	100.2%
Unemployment taxes	96.80	250.03	-153.23	38.7%
<b>Total Payroll Taxes</b>	<b>848.09</b>	<b>1,000.03</b>	<b>-151.94</b>	<b>84.8%</b>
Permits	0.00	10.00	-10.00	0.0%
Postage	181.00	62.00	119.00	291.9%
Printing	328.72	1,200.00	-871.28	27.4%
Prof Fees				
Ad Layout/Design/Production	1,232.51	2,000.00	-767.49	61.6%
Website Development	90.00	595.00	-505.00	15.1%
<b>Total Prof Fees</b>	<b>1,322.51</b>	<b>2,595.00</b>	<b>-1,272.49</b>	<b>51.0%</b>
Rent	1,230.00	1,230.00	0.00	100.0%
Supplies	0.00	250.00	-250.00	0.0%
Telephone	731.80	500.00	231.80	146.4%
Travel	84.62	100.00	-15.38	84.6%
Voided check	0.00			
<b>Total Expense</b>	<b>31,510.66</b>	<b>28,603.04</b>	<b>2,907.62</b>	<b>110.2%</b>
<b>Net Ordinary Income</b>	<b>-19,037.41</b>	<b>-6,298.04</b>	<b>-12,739.37</b>	<b>302.3%</b>
<b>Other Income/Expense</b>				
Other Income				
Interest Received	0.00	75.00	-75.00	0.0%

11:26 AM  
04/06/10  
Cash Basis

**Downtown Lawrence, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through March 2010

	<u>Jan - Mar 10</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total Other Income	0.00	75.00	-75.00	0.0%
Net Other Income	0.00	75.00	-75.00	0.0%
Net Income	<u>-19,037.41</u>	<u>-6,223.04</u>	<u>-12,814.37</u>	<u>305.9%</u>