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DOWNTOWN LAWRENCE  
THE HEART OF THE CITY

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OCT 14 2010

CITY MANAGERS OFFICE  
LAWRENCE, KS

October 13, 2010

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*  
Mary Cox  
President  
Board of Directors

OK to pay CT  
\$21,258

cc: Diane Stoddard  
Cynthia Boecker Wagner