



May 17, 2011

To: Mayor Schumm, Commissioners Amyx, Cromwell, Dever and Carter
Cc: Jonathan Douglass

Dear Sirs:

On behalf of the Downtown Lawrence, Inc. Board of Directors, I would like to express our support for the proposed FREE Parking Day, sponsored by Lawrence GiveBack.

We surveyed our membership and found that a majority of the respondents think the program is worth another try this year, with the following recommended improvements:

- 1) Replace the labels on the meter bags with bigger "FREE PARKING" labels that are more easily read from the street;
- 2) Communicate with all Downtown merchants that the event is happening;
- 3) Explain the restrictions of the program more clearly to the public. Many shoppers thought parking was free all day in the 2-hour free parking lots and were surprised to find they had been issued tickets for over-parking.

DLI will, in turn, publicize the event to our members and remind them to instruct their employees not to use the free metered spaces on that day, as that seemed to be a problem last year.

Thank you.

Respectfully,

Cathy Hamilton, Director
Downtown Lawrence, Inc.

From: [Jonathan Douglass](#)
To: [Jonathan Douglass](#)
Subject: FW: Letter of support - Free Parking Day 2012
Date: Friday, May 18, 2012 12:05:00 PM
Attachments: [FreeParkingSupportLetter.docx](#)
[Free parking event Non-GB merchants2.docx](#)
[FREE parking ad.pdf](#)

From: Constance Wolfe [mailto:cwolfe@ljworld.com]
Sent: Thursday, May 17, 2012 5:27 PM
To: Jonathan Douglass
Subject: FW: FW: Letter of support - Free Parking Day 2012

Hi Jonathan,

Here is the letter from Cathy. I also attached the letter that we delivered to all of the merchants downtown last year informing them of the event. We will do that again this year. Also, here is a picture of the bags we used. We have all of them and would like to use them again. Financially it would help up if we don't have to reprint bags and we don't know how we could make the free parking any bigger.

Also attached is the ad we did last year. I believe it will get lost in the text...but we could disclaim that the free parking is on Mass 6th – 11th and on the those side streets between Vermont and New Hampshire.

Thanks, Constance



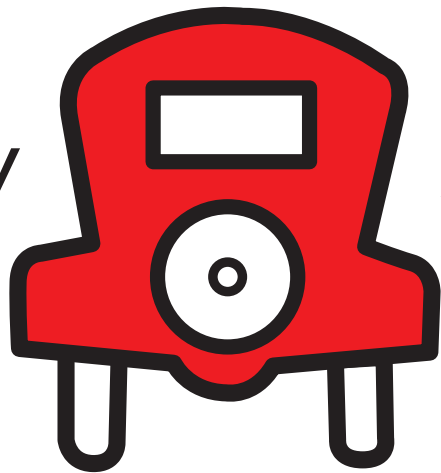
Lawrence GiveBack
www.lawrencegiveback.com
785-832-7282 - Direct



SALES! BARGAINS! STUFF FOR THE KIDS!
PRIZES! FOOD! GREAT WEATHER!*
GIVEAWAYS!

FREE PARKING

Tuesday



June 14

DAY



Tuesday, June 14 is **FREE PARKING DAY** in **Downtown Lawrence**, courtesy of Lawrence GiveBack! Shop as long as you want while your vehicle rests comfortably between those straight, white lines **FREE!**

Stop by and say hello at the **Lawrence GiveBack booth at 9th & Mass.**

*We're looking into this.

**GIVEBACK
CARDHOLDERS:**



**NON-DOWNTOWN GIVEBACK
MERCHANTS ARE CELEBRATING, TOO!**

23rd St. Brewery • Artisan Floor Company • Bambino's • Bigg's BBQ • Channels of Healing
Checkers • Danielson Electric • DASH Salon & Spa • Doctor Dave • Halcyon House • Johnny's
Tavern • Johnny's West • Lawrence Automotive Diagnostics • Lawrence Gymnastics & Athletics
Lawrence Nutrition Center • Lawrence Therapy Services • Marisco's • Paisano's Ristorante
Pawsh Wash • Pendleton's Country Market • Risley Chiropractic • Rodel Grill • Royal Crest Lanes
Set'em Up Jacks • Stoneback Appliance • Sunflower Natural Pet • The Oread • Tortas Jalisco
University National Bank • Wayne & Larry's • Wheat State Pizza • Your Best Dog

- It's **Double Points** and **Double Donations** to your charity **ALL DAY** on June 14, even at non-downtown Lawrence GiveBack merchants
- Collect GiveBack bucks** with every purchase from GiveBack merchants for a chance to win up to **\$100 store credit** loaded on your card: stop by the GiveBack booth at 9th & Mass. to enter or pick up your **FREE** card!

To Downtown (Non-GiveBack) merchants

VERY IMPORTANT!

Lawrence GiveBack Day features Free Parking in Downtown Lawrence on
Tuesday, June 14th all day!

The Lawrence GiveBack program is offering FREE parking on Massachusetts Street from 6th to 11th and side streets 6th to 11th between Vermont and New Hampshire on Tuesday, June 14th.

WHY: The purpose of this event is to increase awareness about the importance of local economic sustainability (Buy Local), the GiveBack program and to drive business to locally owned merchants on a typically slow period. We chose this date because *Graduation and Memorial Weekend are over...July 4th and the Sidewalk Sale are still weeks away.*

PROMOTION: GiveBack is providing press and advertising in the Lawrence Journal World and its associated websites on the days leading up to this event. (*which sites will this run on?*).

WHAT DO I NEED TO DO? Please hand out the attached flyers to your customers before this date and encourage them to visit you again on this day.

We are making this a festive event... retailers may want to consider simply offering some sort of little treats like little cookies...fun little prizes...buttons... just something little and fun.

Please make sure all of your employees are informed about the event and are given all of the information above.

If you are not familiar with the Lawrence GiveBack program, our goal is to ensure our community remains vibrant by promoting local economic sustainability and bolstering our local charitable services.

If you have any questions or would like to learn more about the Lawrence GiveBack program...contact Constance Wolfe