



May 15, 2014

Dave Corliss
City Manager
City of Lawrence
6 E. 6th St.
Lawrence, KS 66044

Dear Dave,

On behalf of the board of directors and members of Downtown Lawrence, Inc., I wish to express our request to revise the current process for the Downtown Lawrence, Inc. Annual Sidewalk Sale ROW and event permit. One of DLI's main roles is to market and promote Downtown Lawrence and its member businesses. All Downtown businesses benefit as a result of our activities, but DLI members actually underwrite them via their membership dues. Participation in the Annual Sidewalk Sale is a member benefit. DLI coordinates and insures the event, handles all of the logistics including space allocation and creature comforts (i.e, porta potties and cooling stations for the public), and pays upwards of \$4000 per year for local and regional marketing and advertising efforts.

Since the Annual Sidewalk Sale is a DLI member event, and DLI is responsible for the ROW permit on that day, we would like the exclusive monopoly on the Downtown ROW from 5am-9pm on Thursday, July 17, 2014 and in subsequent years, and would like the City Commission to consider this request at an upcoming Commission meeting. It has been the case in past years that non-member businesses, whether they are located Downtown, elsewhere in Lawrence, or even outside Lawrence, have been allowed to pay for a sidewalk sale permit on that day and benefited from participating in the event. Allowing other permit holders on that day hampers our ability to fulfill approved requests for vending locations from non-profit and for-profit businesses.

Outside participation in particular dilutes the focus on local, Downtown retailers. As the exclusive permit holder that day DLI would directly issue any permits to Downtown non-member businesses and local non-profits that would like to participate. We currently charge local non-profits a \$100 booth fee to participate in the event, and we would propose charging retail vendors a \$200 vendor fee. That fee could be used for a one-day only vendor permit or, for those who wish to join, it could be applied to DLI membership dues for the rest of 2014 and they would receive all other membership benefits in addition to participation in the Annual Sidewalk Sale.

If our request is approved we will send out a marketing and informational flyer to non-member Downtown businesses informing them of the change in procedure and inviting them to participate either via a one day DLI permit or as a DLI member. DLI would like to ask the City to send a letter to all property owners in the area in order to assist us in calling attention to the proposed changes to the event and would also like to request that the City provide appropriate levels of code enforcement during the event to assist in its smooth operation.

DLI is trying to manage its costs and to improve and grow the event for the benefit of Downtown in particular and the City in general. As I am sure you are aware, the Annual Sidewalk Sale brings in large sales tax revenue, which benefits our community as a whole. We hope to increase that revenue by planning and executing a well-coordinated, improved, and highly successful event.

Thank you in advance for your consideration. If you have any questions or would like further information from me, please contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Sally", written over a white background.

Sally Zogry
Executive Director