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City of Lawrence  
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To: Mayor Mike Amyx and City Commission  
Subject: 2015 Funding Request—ReINVENT Retirement: Live the Lawrence Life

As the Commission is aware, the Boomer generation is the largest generation of Americans to reach age 65.

In 2011, the Lawrence City Commission and Douglas County Commission established the Retiree Attraction and Retention Task Force to explore marketing Lawrence to this population. In 2012, the Task Force recommended a marketing program to retain and attract retirees to Lawrence and Douglas County. The funding partners for this marketing effort included the City of Lawrence and Douglas County.

The marketing program objective is to build a vibrant retirement community, retaining existing retirees and attracting new retirees as an economic tool for Lawrence and Douglas County. Kern Marketing branded the program **ReINVENT Retirement: Live the Lawrence Life** to communicate the boomer desire for a retirement that is different from the previous generation.

The original 2015 budget request submitted in April 2014 for \$162,500 was partially based on a marketing plan focused on traditional marketing, such as television and print advertising. In light of the funding challenges this fiscal year presents, ReINVENT Retirement leaders are proposing a less expensive plan to connect and engage prospects through digital media, as its primary activity, and secondarily through tours and an aggressive speaker program.

The ReINVENT retirement marketing program is seeking the funding to launch in 2015.

The newly revised Year-1 proposal includes a request to the City of Lawrence for \$40,000 to match the potential \$40,000 the Douglas County Commission is currently considering. Douglas County Senior Services will seek to leverage \$40,000 from private partners that would match the County funds to benefit this initiative. DCSS anticipates a multi-year private, public partnership to fulfill this economic initiative.



Note the following budget revision:

ReINVENT Retirement			
Investment	Printing		\$7,500
	Admin - Postage/mileage		\$8,100
	One-Time Costs		\$28,900
	Contact Management Software	\$5,000	
	Software Customer Support - 1yr	\$1,800	
	Phone System	\$20,000	
	Computer	\$1,500	
	Training	\$600	
	Program Staff (1)		\$35,500
	<b>Total Expense</b>		<b>\$80,000</b>
Income	Anticipated Private Partners		\$40,000
	<b>Total Plan Year-1</b>		<b>\$120,000</b>

This marketing program will leverage partnerships, financial and in-kind, from those who stand to gain from an influx of retirees. We anticipate our most engaged partners will be the following: KU, Developers, Realtors, Financial Advisors, Alumni Associations, Convention & Visitors Bureau, Health Care providers, Banking institutions, Insurance Companies, and Chambers of Commerce.

Thank you for considering this revised budget and making possible the opportunity to market our community to retirees.

Sincerely,

Kristin Scheurer

cc: City Manager David Corliss; DCSS Board of Directors: Pattie Johnston, Dennis Domer, Jason Hornberger, Judy Wright, Ellen Paulsen, Judy Bellome, Dr. Phil Godwin, Sue Brown, Hank Booth, Kathy Clausing-Willis.