



City of Lawrence

2016 Economic Development Agency / Vendor Service Agency Funding Application

Applications for 2016 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, May 15, 2015.

Please note that funds will be disbursed according to the following schedule unless otherwise agreed to in writing:

- o First half of funds will not be disbursed before April 1
o Second half of funds will not be disbursed before October 1

SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Douglas County Senior Services, Inc.
Contact Name and Title: Kristin Scheurer, Douglas County Senior Services Executive Director
Address: 745 Vermont Street Lawrence, KS 66049
Telephone: 785-842-0563 Fax: 785-842-0562 Email: kscheurer@dgcoseniorservices.org

SECTION 2. REQUEST INFORMATION

- A. Program Name: ReINVENT Retirement: Live the Lawrence Life
B. Amount of funds requested from the City for this program for calendar year 2016: \$40,000
C. Did you receive City funding for this program in calendar year 2015? Yes. \$40,000
1. How would a reduction in city funding in 2016 impact the ability of your agency to provide services to/on behalf of the City?
In 2012, the City of Lawrence and Douglas County tasked Douglas County Senior Services to lead a 5-year retiree attraction and retention initiative. If funding is withheld by the City of Lawrence, DCSS would have to consider with the County whether to continue the program, which may call for a change in DCSS's strategic plan.
2. If you are requesting an increase in funding over 2015, please provide a justification for the increase.
No increase requested.

SECTION 3. PROGRAM BUDGET INFORMATION

Table with 2 columns: Expense Category, Amount. Rows include Personnel (Director Marketing), Fringe Benefits, Travel, Office Space, Office Supplies, Equipment, Other (Printing, Contracted Professional Services, Marketing/Advertising, CM Software and Support, Training), and a total of \$120,000.

SECTION 4. PROGRAM OBJECTIVES

ReINVENT Retirement is an economic development initiative to attract and retain retirees to Lawrence and Douglas County. Many retirees have steady incomes and spare time to invest in their communities. This has led some people to speak about retirement as America's newest growth industry. A 2012 study from AARP Public Policy Institute calculates that each dollar paid to Social Security beneficiaries in Kansas generates nearly two dollars in spending by individuals and businesses, adding about \$12 billion in total economic output to the Kansas economy.

The program's promotional plan uses digital media, community tours, and speaking engagements to communicate the benefits of retiring in Lawrence and Douglas County. The plan targets three groups:

- Baby Boomers (born between 1946-1964) with ties to the area, ie: KU, Haskell Indian Nations University, and Baker University alumni
- Baby Boomers who want to relocate parents to Lawrence and Douglas County
- Community pre-retirees and existing retirees

The initiative officially launched in February 2015. Since the program launched just three months ago, there is a lack of historical and empirical data. The measurable objectives are estimates for the following metrics:

Action Steps to Gain Relocations

Digital Media Metric: Number of program subscribers (defined as interested parties)

2015 baseline goal is to reach 2,000 subscribers.

Objective: Increase subscribers by 50% in 2016 versus prior year. Communicating the benefits of living and relocating to Lawrence and Douglas County will increase awareness and engagement in local community events such as lifelong learning, sports and recreation, arts and entertainment, and wellness activities. Local people will get involved, and become a referral source via word of mouth to prompt their connections to visit, take a tour and relocate.

Attraction Metric: Number of community tours.

2015 baseline goal is to conduct 50 community tours.

Objective: Increase tours by 25% in 2016 versus prior year. Tours that lead to relocation will result in economic growth and increases in the following: bank deposits, retail sales, need for housing and healthcare, tax base, business and job creation, intellectual capital, charitable contributions, and volunteerism.

Attraction / Retention metric: Number of speaking engagements.

2015 baseline goal is to deliver 25 speaking engagements.

Objective: Increase speeches to community groups by 20% in 2016 versus prior year.

Speaking to civic groups will engage existing residents to share the benefits of living in Lawrence and Douglas County, and to help identify prospects, and encourage friends and family to relocate. Additionally, it may reduce the number of retirees leaving the area.

Summary Results Year-To-Date:

Objective: Increase the population of people age 55 and older in Douglas County.

According to CNN Money, the average net worth of Boomers is \$143,000 in 2013. ReINVENT Retirement efforts have already influenced three relocations. Leveraging the aforementioned economic data, these three relocations result in an estimated \$429,000 to the local economy. In the future, just 25 new relocations will net \$3.6 million.

DCSS has committed to raise a minimum of \$40,000 to fund this program. Year-to-date DCSS has achieved 50% of that objective.