

August 3, 2015

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City of Lawrence's Public Incentives Review Committee
6 East 6th Street
Lawrence, KS 66044

To the City of Lawrence's Public Incentives Review Committee,

I have a recommendation for the City of Lawrence's "Application for Economic Development Support/Incentives" regarding community health.

Under the "Additional Community Benefits" on page five of the Application (attached), there are two subsections. The first is "other local economic benefits"—"direct and indirect"—that will result from the project; examples include attracting overnight visitors that will spend money in the area. The second subsection is "other quality of life benefits"—"tangible and intangible"—that will result from the project; examples include the company being a good corporate citizen, involved in the community, philanthropic in its efforts, and a contributor to the local well being of citizens.

What I believe could be added to these "Additional Community Benefits" is the explicit language of "*other community health benefits*"—"direct or indirect"—that will result from the project; examples include the installation of walking paths, smoke-free work policy, bike racks, or a corporate wellness program (see highlighted material in attached). While the second subsection "other quality of life benefits" does logically include any community health benefits, it seems to be more of a criterion for the applicant to express their willingness to do good for the community, which is excellent, but not necessarily their willingness to do good for the community's health. The competitive nature of the application gives an applicant reason to complete all the criteria, and this new language would almost certainly benefit the city and county funded health department as well as all members of the community's health.

The Public Incentives Review Committee has a remarkable record of incentivizing projects that have positively shaped the community of Lawrence, and I thank the Committee in considering my recommendation.

Sincerely,

Connor Thellman

Additional Community Benefits

Describe Other Local Economic Benefits Resulting From Project:

Application Tips:

Local Economic Benefits: Include additional benefits not directly related to project capital investment and direct employment (e.g. Project attracting overnight visitors that will spend on lodging, entertainment, food and beverages, shopping, etc.)

Describe Other Quality of Life Benefits Resulting From Project:

Quality of Life Benefits: Include tangible and intangible benefits; such as how company is/will be a good corporate citizen, community involvement, local philanthropy efforts, and how project /company will contribute to local well being of citizens.

Describe Other Community Health Benefits Resulting From Project:

Community Health Benefits: Include direct and indirect health benefits for employees or the community (e.g. the installation of walking paths, smoke-free work policy, bike racks, or a corporate wellness program)