

What Do My Dues “Do”? They Contribute To...

DLI Events

Downtown Lawrence Sidewalk Sale
Dinner & a Movie Downtown Film Fest
Downtown Lawrence Restaurant Week
Moonlight Madness
Holiday Season/Small Business Saturday
Winter Wonder Weekend
Downtown Lawrence Wedding Walk
Gift Card Promotions
Social Media ads & promotional events

Downtown Beautification

Plantings
Holiday Lights and Garlands
Sidewalk Sweeping

Collaboration on Community Events

Final Fridays
St. Patrick's Day Parade
Free State Festival
Lawrence Busker Festival
Summer Brown Bag Concerts
KU Homecoming Parade & Pep Rally
Zombie Walk
Halloween trick-or-treating
Old Fashioned Christmas Parade
March Madness



DOWNTOWN LAWRENCE

THE HEART OF THE CITY

Marketing & PR

Social Media:

- Facebook: 33,300+ followers
- Twitter: 8,300+followers
- Instagram: 4,700+followers

Website:

Downtown Lawrence & Restaurant Week

- 88,000 2018 visits

Mobile App: Launched July 19, 2017

- 2700 users to date

9th & Mass Directory Kiosk

Map/directory in Vermont St. Parking Garage

Weekly public E-news to 3,100+ subscribers

Printed Business Directory & Map

Membership Gatherings

Quarterly Members' Meetings

Annual Fall Mixer

Annual Spring Members' Breakfast

Advertising Opportunities

9th & Mass Directory Kiosk

Downtown Map & Directory

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Advocacy and Collaboration w/ Governmental & Business entities:

City of Lawrence

Douglas County

Lawrence Parks & Rec

Lawrence Public Library

Explore Lawrence

Lawrence Arts Center

Lawrence Police Department

Lawrence Fire & Medical

The Lawrence Chamber

University of Kansas

Watkins Museum of History

USD 497

Cottonwood JobLink