



Sally Zogry, Executive Director  
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## **DOWNTOWN LAWRENCE, INC. BUSINESS ASSOCIATION:**

Downtown Lawrence, Inc. (DLI) is a not-for-profit membership organization created to promote the interests of the Downtown business district. DLI has over 180 members, including locally-owned specialty stores, national retail chains, restaurants, bars, hair salons, and professional businesses.

### **MISSION:**

“To preserve, protect, and promote Downtown Lawrence as the retail, service and professional, governmental, entertainment, and social center of our community.”

### **MEMBER BENEFITS:**

- Representation with the City of Lawrence on issues pertinent to Downtown businesses
- Participation in DLI social media opportunities: 33,000 Facebook likes; 6700 Twitter followers; and 3,900 Instagram followers
- Free listing on DLI website, [downtownlawrence.com](http://downtownlawrence.com), with link to your website
  - 73,000 visitors and over 215,000 page views per year
- Free listing on: (Friends of DLI members do not qualify for these)
  - Printed Downtown Lawrence map and directory (min of 18,500 copies printed and distributed each year, advertising opportunities)
  - Vermont St. parking garage map and directory (6.3' x 11')
  - 9<sup>th</sup> & Mass. St. free standing kiosk (9' x 5' x 2') includes map and directory (advertising opportunities)
- Accept Downtown Lawrence gift cards redeemable only at DLI-member businesses (nearly \$200,000 worth sold per year)
- Members' weekly e-news with information on upcoming events and issues
- Monthly members' meetings for mentoring and networking
- Free business development classes
- Invitations to participate in Downtown events year round
- Advertising discounts and collaborative advertising opportunities
- Included in all permits, insurance, and promotion of Annual Sidewalk Sale



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## DOWNTOWN EVENTS:

(Participate in sponsoring, planning, promoting and/or coordinating)

- Downtown Lawrence Restaurant Week (DLI event)
- Kansas Craft Beer Expo (DLI event)
- St. Patrick's Day Parade
- Downtown Lawrence Men's Olympic Shot Put event
- Lawrence Busker Festival
- Summer Brown Bag Concerts
- Annual Downtown Lawrence Sidewalk Sale (DLI event)
- Downtown Summer Film Festival- Dinner & A Movie (DLI event)
- KU Orientation and Hawk Week
- KU Homecoming Week & Parade
- Moonlight Madness (DLI event)
- Zombie Walk
- Oktoberfest Lawrence (DLI event co-sponsored with The Chamber)
- Halloween Painted Windows & Halloween Trick-or-Treat
- Santa Rescue & Holiday Lighting Ceremony (DLI event)
- Small Business Saturday (DLI event)
- Lawrence Old Fashioned Christmas Parade
- Winter Wonder Weekend (DLI event)
- Final Fridays- Monthly

## DUES:

Premier Member: \$600

Retail Member (includes banks, restaurants, and bars): \$400

Service, Professional, Side Street, and "Small" (less than 20' frontage): \$225

Friend of Downtown (not located in Downtown footprint, limited benefits): \$150

**Belong to a group of local business owners all working together to keep  
Downtown Lawrence vibrant and relevant!**



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**DLI MEMBERSHIP APPLICATION:**

2017 MEMBERSHIP DUES:  
 (please select one)

- Premier Member:** **\$600**  
 Includes your logo on the DLI homepage & click through to your site & video profile on Downtownlawrence.com  
 Payment plan options: \$300.00 due January 15 & July 15  
 Or \$150.00 due January 15, April 15, July 15, & October 15
  
- Retail (includes banks, restaurants, and bars):** **\$400**  
 Payment plan options: \$200 due January 15 & July 15  
 Or \$100 due January 15, April 15, July 15, & October 15
  
- Service, Professional, Residential, Side Street, and “Small” (less than 20’ frontage):** **\$225**
  
- Friend of Downtown:** **\$150**  
 Not located in Downtown Lawrence footprint; limited benefits

Please print any corrections or additions:

Business name	
Business address	
Business telephone	
Business contact person	
E-mail	
Emergency phone (confidential)	
Website address	
Facebook address	www.facebook.com/
Twitter address	@
Instagram	
Business hours	
Description for map & website (1-6 words)	

Please choose categories for your website listing; up to 3 categories:

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> Fashion & Shoes | <input type="checkbox"/> Gifts & Specialty | <input type="checkbox"/> Personal Service     | <input type="checkbox"/> Jewelry             |
| <input type="checkbox"/> Fitness         | <input type="checkbox"/> Lodging           | <input type="checkbox"/> Professional Service | <input type="checkbox"/> Financial Services  |
| <input type="checkbox"/> Sports          | <input type="checkbox"/> Entertainment     | <input type="checkbox"/> For the Home         | <input type="checkbox"/> Realtors/Developers |
| <input type="checkbox"/> Health Care     | <input type="checkbox"/> Restaurants/Bars  | <input type="checkbox"/> Art & Galleries      | <input type="checkbox"/> Books               |