



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, hotels, restaurants, bars, salons and spas, 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 on Facebook (34,000+ Likes), Twitter (8100+ followers) and Instagram (4,300+ followers). Opportunity to do paid social media via DLI.
- Free listing on DLI website, [downtownlawrence.com](http://downtownlawrence.com), with 73,000+ Visitors, 215,000+ page views. Link to your website and social media accounts
- Free listing on DLI mobile app with link to your website
- Opportunities to promote your business and/or special events in our weekly Downtown Lawrence e-news to over 3000 subscribers
- Members' weekly e-news with information on upcoming events and issues
- Monthly members' meetings for mentoring and networking
- Invitations to participate in Downtown events year round
- Advertising discounts and collaborative advertising opportunities
- Included in all permits, insurance, and promotion of events including Annual Sidewalk Sale

### **ADDITIONAL FULL MEMBERSHIP BENEFITS: Friends of DLI members do not qualify\***

- Free listing on:
  - Printed Downtown Lawrence map and directory (min. of 20,000 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)

### **DOWNTOWN EVENTS:**



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

- Downtown Lawrence Restaurant Week (DLI event)
- Kansas Craft Beer Expo (DLI event)
- That DAM Booze Event
- St. Patrick's Day Parade
- Downtown Lawrence Wedding Walk (DLI 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

\*Full year membership run Jan-Dec. Dues pro-rated by the quarter

**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:**

2018 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 – see benefits list

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 & app (1-6 words)	

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

- Fashion & Shoes
- Fitness
- Sports
- Health Care
- Gifts & Specialty
- Lodging
- Entertainment
- Restaurants/Bars
- Personal Service
- Professional Service
- For the Home
- Art & Galleries
- Jewelry
- Financial Services
- Realtors/Developers
- Books