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

**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.

**Member Benefits**

**Marketing**

Free listing on DLI website, downtownlawrence.com, with 73,000+ Visitors, 215,000+ page views. With a link to your website and social media accounts

Free listing on Downtown Lawrence 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

Advertising discounts and collaborative advertising opportunities

**Social Media**

Participation in DLI social media

Facebook (34,000+ Likes)  
Twitter (8100+ followers)  
Instagram (4,300+ followers)

**Advocacy**

Representation with the City of Lawrence on issues pertinent to Downtown businesses.

Included in all permits, insurance, and promotion of events year-round including Annual Sidewalk Sale.

**Member Communications/  
Networking**

Members' weekly e-news with information on upcoming events and issues

Monthly members' meetings for mentoring and networking

**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)