

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
Oktoberfest (partnership w/The Chamber)
Holiday Season/Small Business Saturday
Winter Wonder Weekend
Wedding Walk
Gift Card Promotions

Downtown Beautification

Plantings
Holiday Lights and Garlands
Sidewalk Sweeping

Collaboration on Community Events

Final Fridays
St. Patrick's Day Parade
Downtown Lawrence Shot Put Event
Free State Festival
Lawrence Busker Fest
Tour of Lawrence
Summer Brown Bag Concerts
KU Homecoming Parade & Pep Rally
Zombie Walk
Halloween trick-or-treating
Old Fashioned Christmas Parade



DOWNTOWN LAWRENCE

THE HEART OF THE CITY

Marketing & PR

Social Media:

- Facebook: 33,000+ followers
- Twitter: 6,700+followers
- Instagram: 3,400+followers

Web Site:

Downtown Lawrence & Restaurant Week

- 96,000 2017 visits

Mobile App: Launched July 19, 2017

- 1500 users (so far)

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

Monthly Members' Meetings (3rd Fri. of month)

Annual Fall Mixer

Advertising Opportunities

Downtown Lawrence Sidewalk Sale
Dinner & a Movie Downtown Film Fest
Downtown Lawrence Restaurant Week
Moonlight Madness
Oktoberfest (partnership w/The Chamber)
Holiday Season/Small Business Saturday
Winter Wonder Weekend
Wedding Walk
Gift Card Promotions
Social Media ads & promotional events
Lawrence Visitors Guide

Advocacy and Collaboration w/ Governmental & Business entities:

City of Lawrence
Douglas County
Explore Lawrence
Lawrence Arts Center
Lawrence Police Department
Lawrence Fire & Medical
The Chamber
University of Kansas
Cottonwood
Lawrence Parks & Rec
Lawrence Public Library
Watkins Community Museum