



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

Advertising – event related and year round:

Downtown Lawrence Annual Sidewalk Sale

Downtown Summer Film Festival – Dinner & A Movie

Downtown Lawrence Restaurant Week

Oktoberfest Lawrence

Holiday Season/Small Business Saturday

Winter Wonder Weekend

Gift Card Promotions

Social Media ads and promotional events

Lawrence Visitors Guide, KU Visitors Guide

Local and regional cooperative advertising and marketing activities, including LJ World, Wow! KC Star, TV, radio

Marketing and PR - “Get Downtown” and event related:

Social Media – Facebook (26,000 likes) and Twitter (4900 followers)

Downtown Lawrence website – downtownlawrence.com (7500+ visitors/month; 90,000/year)

Downtown Kiosk at 9th & Mass., Vermont St. Business Directory & Map, and Printed Business Directory & Map

News releases to media outlets including newspaper, magazine, and radio

Promotional activities including retail, food, sports and family events

Collaboration with governmental and business entities:

City of Lawrence

Douglas County

eXplore Lawrence

Lawrence Arts Center

Lawrence Police Department

Lawrence Fire and Medical

The Chamber

University of Kansas

Downtown Enhancement:

Final Fridays Promotion

Downtown Beautification

Membership Communications:

Weekly DLI member and Special Event e-blasts

DLI Event Coordination - including underwriting all city permits and event insurance:

Kansas Craft Beer Expo (fundraiser for DLI)

Annual Downtown Lawrence Sidewalk Sale

Downtown Summer Film Festival – Dinner & A Movie

Downtown Lawrence Restaurant Week

Oktoberfest Lawrence

Santa Rescue & Holiday Lighting Ceremony

Small Business Saturday

Winter Wonder Weekend

Assist with coordinating external events including:

St. Patrick's Day Parade

Downtown Lawrence Shot Put Event

Free State Festival

Tour of Lawrence

Lawrence Busker Festival

KU Homecoming Parade & Pep Rally

Zombie Walk

Halloween Trick or Treating

Lawrence Old Fashioned Christmas Parade

Ugly Sweater Run

Final Four (fingers crossed!)

Membership Functions:

Monthly Members Meeting

Annual Fall Mixer & Annual Spring Members' Breakfast

Business Development Classes