



D O W N T O W N
L A W R E N C E , I N C .
BUSINESS ASSOCIATION

Downtown Lawrence, Inc., the downtown business association comprised of 150 members, proposes to build a business directory kiosk with Downtown map at the NE corner of 9th & Massachusetts Street.

For visitors, the kiosk will provide a way-finding resource, with a map of the area and a categorical listing of businesses and their respective addresses. Parking lots, public spaces and parks will also be featured on the map.

While every Downtown business will have an opportunity to be listed on the directory, DLI proposes a policy that will allow DLI members a free listing while non-members will be charged an annual advertising fee of \$175, which is competitive with the costs of other local forms of advertising – billboards, print ads, phone directory, radio and television, etc. Revenues raised from the directory will go towards maintenance of the kiosk, which DLI will manage. The directory will be updated at least twice yearly and more often, if needed, depending on Downtown business turnover at any given point in time.

Upon approval of the kiosk by the City Commission, every business known to DLI in the Downtown footprint will receive notice of the project with instructions on how to be included. Instructions will also be printed on the directory itself (“To get your business on the map, call 842-3883”) and on the Downtown Lawrence website.

Respectfully submitted,

Cathy Hamilton

DLI director