

## **Lawrenceburg Main Street Retail Billboard Program**

### **Program Goal**

**To build shopper awareness and foot traffic in the core area of Downtown Lawrenceburg by advertising specialty, independent retailers and food and beverage establishments located within the designated area.**

- **Design Goal:** Convey a positive visual message about the Downtown and what it has to offer
- **Economic Restructuring Goal:** Boost the Profitability of the Main Street District
- **Promotion Goal:** Improve Consumer and Investor Confidence in the District and Encourage Commercial Activity and Investment

### **Program Outline**

Lawrenceburg Main Street will secure 2 billboards, one eastbound and one westbound, per 6 weeks for a one year period. Main Street will determine the location of the boards, based on availability and location effectiveness, and will pay the rental fees. Participating merchants will be responsible for the design of and payment for their billboard poster. All posters must be paid for at least 2 weeks prior to the scheduled poster placement. **Payment should be made by check to Lawrenceburg Main Street.** The advertising schedule will be set by Main Street for the entire year, and will be based on merchant requests subject to availability.

### **Eligibility**

This program is specifically designed to draw customers from US 50 into the core Downtown District. To be eligible an applicant must:

- **Be located within the designated core business district of Downtown Lawrenceburg**
- **Have a specialty, independent retail business or food and or beverage establishment**
- **Conduct regular business hours at least 5 days/week**
- **Submit a complete application by the specified deadline**

Note: Businesses along US50, service businesses or those requiring appointments are not eligible during this first phase of the program, but may be considered in subsequent years.

### **Requirements for Participants**

- Have a poster designed and submitted for approval to Lawrenceburg Main Street at least 2 weeks before submission deadline to Lamar.

- Prepay the cost of the poster at least 2 weeks in advance of the placement. If prepayment is not received 2 weeks prior, Main Street reserves the right to secure a replacement. If unable to meet the poster obligation, the program participant must notify Main Street 6 weeks in advance so that a replacement may be found. Participants may not select their replacement, and all schedule changes must be reviewed and by Main Street.
- *IF POSSIBLE*: Provide Main Street with quantitative results from program participation, i.e. increase/decrease in business from previous month, same month previous year etc. Businesses will not be asked to provide sales numbers only percentages of increase/ decrease within 60 days after board is removed.

**Additional Considerations:** The Billboard is not to advertise a “sale” or limited time “promotional offer”. The word “Free” cannot appear on the board. Only one business or event (with sponsorships) may be advertised on any one billboard.

Merchant must include the Lawrenceburg Main Street logo on the billboard, along with the merchant address followed by “Downtown Lawrenceburg.” Lawrenceburg Main Street reserves the right to request revisions to the submitted design in order to guarantee the best possible outcome.

### **Scheduling Process**

- Applications for participation must be submitted by the deadline date.
- Applications will provide participants with the opportunity to indicate the months they prefer with priority from 1 – 3, along with the reason for their preferences. Every attempt will be made to comply with the applicants’ preferences.
- When there are more than 2 applicants requesting a specific month, applicants will be scored to determine which is the best fit for that time frame.
- Every successful applicant will be permitted 6 weeks of billboard space. If there are months that are uncommitted, interested applicants will be given an opportunity to advertise for an additional 6 weeks. When an uncommitted billboard(s) exists and there are multiple businesses interested in the opportunity, applicants will be scored to determine which is most appropriate, based also on who has not had it last.

**Poster Cost:** \$330 – Merchant’s Responsibility

**Billboard Rental Cost:** \$1500 – Lawrenceburg Main Street’s Responsibility

**Lawrenceburg Main Street  
Retail Billboard Program Application 2019**

**Name of Business:** \_\_\_\_\_

**Consecutive weeks (6) you wish to have the Billboard displayed for your business (please list Top 3 time frames with a brief description as to why):**

**1:** \_\_\_\_\_

**2:** \_\_\_\_\_

**3:** \_\_\_\_\_

**Hours of Operation:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Applicant is:** \_\_\_\_\_ **Owner** \_\_\_\_\_ **Tenant (Please check one)**

**Property Owner:** \_\_\_\_\_

**Property Owner Contact Number:** \_\_\_\_\_

**Applicant Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_