

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 4 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. Year one of this program is focused on building retail sector foot traffic.

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 4 weeks before submission deadline to Lamar.
- Prepay the cost of the poster at least 4 weeks in advance of the placement. If prepayment is not received 4 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.
- 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 required 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 BB.

Merchant must convince LMS that their Billboard will drive traffic into all of downtown, not into just one establishment. Submit a one page explanation of how the merchant’s advertising will specifically help LMS meet its goals during the time the merchant wishes to be advertised (Note: preference will be given to the applicants who demonstrate the ability to draw shoppers to the District, not just to the merchant who is advertised on the Billboard.):

Advertised merchant will display the Lawrenceburg Merchants Poster on the provided easel in a prominent place in their store while their BB is displayed.

Merchant featured on the BB will distribute the 20% off coupon to customers making a purchase during BB display period only. 20% off coupons will be provided by Main Street for limited time only (expiration date listed on coupon), for purchases up to \$100. Participating merchants will be listed on the back of the coupon. Main Street will reimburse merchants for redeemed coupons submitted within 30 days of coupon expiration.

Billboard 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 – 4, along with the reason for their preferences. Every attempt will be made to comply with the applicants' preferences.
- Retailers hosting, organizing, and publicizing public events in the Main Street district will be given priority for the month of that event.
- When there are more than 2 applicants requesting a specific month, applicants will be scored to determine which is the best fit for that timeframe.
- 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.

Billboard Rental Cost: \$1500 (\$500 per 6 weeks/billboard)

Poster Cost to Business: \$330 (\$165 for each poster print)