



explore
LAWRENCE



Who are we?

eXplore Lawrence represents the travel and tourism for Lawrence and Douglas County, Kansas. We are dedicated to creating economic development by attracting visitors, conventions and events to our city.



What do we do?

- Marketing
- Meeting Sales
- Sports Sales
- Visitor Services
- Community Relations



Our Brand

UNMISTAKABLY

LAWRENCE

Lawrence celebrates everyone's uniqueness – come here to explore and enjoy our unique spirit and elevate your own.



Farmers Markets Collaboration

- Partnership
- Branding
- Creative
- Campaign
- Results



Farmers Markets Collaboration PARTNERSHIP



Farmers Markets Collaboration BRANDING



Farmers Markets Collaboration BRANDING



Farmers Markets Collaboration

CREATIVE

- Post Card
- Magnets
- Website
- Videos



Farmers Markets Collaboration

CREATIVE

post card

magnet

Find your Farmers Market

MARKET	WHEN	WHERE
Lawrence Farmers Market	Tuesdays 4 - 6pm	1 Lawrence Public Library Parking Garage 725 Vermont St, Lawrence
	Saturdays 7 - 11am (April - Aug) 8am - noon (Sept - Nov)	2 Public Parking Lot 824 New Hampshire, between 8th & 9th St, Lawrence
Cottin's Farmers Market	Thursdays 4 - 6:30pm	3 Cottin's Hardware 1827 Massachusetts St Lawrence
The Farmers Market at Clinton Parkway Nursery	Wednesdays 4:30 - 6:30pm	4 Clinton Parkway Nursery Parking Lot 4900 Clinton Parkway Lawrence
Eudora Farmers Market	Tuesdays 4 - 6:30pm	5 Gene's Heartland Foods Parking Lot 14th & Church St, Eudora
Perry-Lecompton Farmers Market	Fridays 4 - 6:30pm	6 Bernie's / Cenex Parking Lot 2115 Ferguson Rd Hwy 24 & Ferguson Rd, Perry

For more information, visit us at fmkawvalley.org



On almost any day of the week, Farmers Markets of Kaw Valley create local food destinations for community regulars and first time shoppers. With a range of sizes, locations, and vendors, anyone can find the market best for them. All markets provide a venue to buy high-quality meats and eggs, artisan foods and drinks, and oh-so-many fresh fruits and vegetables. With special Kaw Valley treats like wine, flowers, and lavender, the bounty of our farmers markets means each visit offers exploration and discovery.



Farmers Markets Collaboration CREATIVE

website



videos



Farmers Markets Collaboration CAMPAIGN

- Social Media
 - Facebook growth campaign for each participating markets' Facebook pages for a month leading up to National Farmers Market Week.
 - Video campaign from each of the markets' Facebook pages and the eXplore Lawrence Facebook page during National Farmers Markets Week.



Farmers Markets Collaboration

RESULTS

- Facebook Growth Campaign
 - Reach: 16,246
 - New Page Likes: 762
- Facebook Video Campaign
 - Reach: 18,927
 - Engagements/Video Views: 3,418
- Website
 - 898 pageviews from 782 highly engaged users
 - Average time on page > 3 minutes

