

Why Lawrence?

SO.MANY.REASONS.



WELCOME TO LAWRENCE!



The city of Lawrence bustles with the creativity, innovation, and energy you might expect from a university town. But there's more that's *unexpected*. People are drawn to our city's colorful creative energy, expressed through our eclectic, yet enduring (and endearing) downtown and community events. Our educational institutions, arts and culture scene, neighborhoods, and landscape inspire lifelong curiosity for all who visit or call Lawrence home.

In this community, we are passionate about both work *and* play.



Why Lawrence?

WE'RE INNOVATIVE AND SMART

In Lawrence, learning is a way of life. This small city in Douglas County, Kansas, is home to two major universities, a top-notch public school system, an award-winning public library, and seemingly limitless courses and classes for people in every stage of life. **Lawrence boasts a highly educated workforce, a high concentration of entrepreneurs, a multicultural employee base, and rich diversity of thought and experience.** More than 54.9% of our population (aged 25–64) have a bachelor's or higher degree, compared with 35% nationally. We place high value on education and training at all levels.



RED-TILED ROOFS AND BEAUTIFUL, HISTORIC BUILDINGS LINE JAYHAWK BOULEVARD ON THE UNIVERSITY OF KANSAS CAMPUS



THE CROSSING, A LIVE-WORK-PLAY ENVIRONMENT BEING DEVELOPED AT THE EDGE OF KU'S CAMPUS, RENDERING COURTESY UNIVERSITY OF KANSAS/KU ENDOWMENT



KU INNOVATION PARK IN KU'S WEST DISTRICT

The main campus of the University of Kansas, the state's flagship institution, is in Lawrence. Designated a "Very High Research Activity" university in the Carnegie Classifications, KU is among a distinct group of 38 public institutions in the Association of American Universities. KU has the largest concentration of life science research entities in the state of Kansas. KU researchers work at the cutting edge of science, education, business, engineering, and the arts and humanities to transform the way we understand and experience the world. The university's core research laboratories help corporate partners defray costs, extend capabilities, access expert scientific advice and services, and solve problems.

KU Innovation Park in KU's West District in Lawrence supports tech and bioscience companies, offering roughly 125,000 square feet of office and specialized lab space that is home to nearly 70 companies and 675 employees. **The Crossing at KU**, a dynamic new project at the western edge of campus, is being developed to attract researchers, companies, and entrepreneurs aligned with KU.

HIGHER EDUCATION



The **University of Kansas**, founded in 1866, has 14 academic schools offering over 400 degree and certificate programs to approximately 30,000 students from more than 100 countries.



Founded in 1884, **Haskell Indian Nations University** is home to approximately 1,000 students, representing more than 150 federally recognized sovereign nations from 38 states.



Nearby **Baker University** is a small, private university located in Baldwin City, Kansas. It was founded in 1858.

Nearly 50 additional colleges, universities, and training centers are in close proximity.



TECHNICAL AND VOCATIONAL EDUCATION

Peaslee Technical Training Center

The largest provider of apprenticeships in Kansas, Peaslee Tech offers at least 26 career training preparation programs related to job skills in a wide array of fields. In 2022, the center had 2,650 students enrolled and saw an 83% completion rate.

Lawrence College & Career Center

In this innovative, engaging environment, high school students have access to the latest technology, relevant training, and direct engagement with business and industry leaders. Students can earn college credit while still in high school, gaining a head start on their future.

Lawrence Public Schools (USD 497) offers 11 elementary schools, four middle schools, two 6A high schools that are lauded academically and athletically, a public Montessori program, an early childhood center, a K-12 online virtual school, autism specialized classrooms, a community transition program for young adults aged 18-21, and a college & career center.

PRIMARY, ELEMENTARY, AND SECONDARY EDUCATION

Lawrence and Douglas County K-12 Public Schools

- Baldwin City Public Schools – USD 348
- Eudora Public Schools – USD 491
- Lawrence Public Schools – USD 497
- Perry-Lecompton Public Schools – USD 343
- Santa Fe Trail Public Schools – USD 434
- Shawnee Heights Public Schools – USD 450
- Wellsville Public Schools – USD 289
- West Franklin Public Schools – USD 287

Lawrence and Douglas County are home to several private and parochial schools, as well.

Preschool and Child Care

Lawrence offers a number of preschools and child development centers, including Montessori programs, a Waldorf school, and private and public early childhood programs.





Why Lawrence?

WE'RE A LITTLE OUT OF THE ORDINARY (AND A LOT OF FUN)

There's no doubt that Lawrence is unmistakably unique. Whoever you are, whatever you do, you're welcome here. Our sense of individuality is baked into our DNA, and we embrace and respect each other for who we are.

With small-town charm and big-city vibes, our small city combines the best of both — offering a slower pace with all the amenities and conveniences of a much larger metro. **There's always something going on if you know where to look.** Outdoor recreation and activities? *Check!* Sports? *Check!* Dining, arts, culture? *Check! Check! Check!*



OUR GREAT OUTDOORS

Our parks, riverfront, and lake invite you to bike, walk, run, kayak, sail, or stroll while taking in the beauty of our natural landscape.

The Lawrence Loop is a series of connected trails providing a continuous urban greenway more than 22 miles long around the city of Lawrence.

The **Baker Wetlands** are home to 278 species of birds, 98 other vertebrate species, and 497 plant species along more than 11 miles of hiking trails

Clinton Lake State Park offers an abundance of outdoor recreation with 25 miles of hiking/biking trails, a swim beach, a five-mile cross country ski trail, fishing areas, and camping facilities.

Like to golf? *Got you covered.* Lawrence offers three 18-hole championship courses for all levels of play, and a nine-hole executive course. The national headquarters of the Golf Course Superintendents Association of America is located in our city.





CITY OF THE ARTS

In this corner of the Free State, you're free to express yourself. Artists, musicians, performers, academics, and so many others call Lawrence home because they know it's a great place to hone their craft, with open audiences clamoring for anything and everything they have to offer. We are home to dozens of studios, galleries, arts organizations, and shops; music venues; street performers; pop-up venues; and more. Known for its live performances, Lawrence has more than 30 music and performing arts venues.



As home to **Haskell Indian Nations University**, Lawrence offers a variety of Indigenous American cultural events, including powwows and the Haskell Indian Art Market held every autumn.

Lawrence Arts Center offers contemporary exhibitions, performances, and arts education in a state-of-the-art facility with multiple theaters and galleries, dance and visual arts studios, classrooms, and creative labs.

The Lied Center of Lawrence is a major performing arts center hosting a series of world-class artists and providing experiential learning opportunities.

The **Spencer Museum of Art** has a collection of more than 48,000 objects in mediums ranging from ancient to contemporary and offers a variety of programs to engage visitors of all ages and interests. Admission is always free.

Theatre Lawrence creates and delivers extraordinary theatrical and education programs, focusing on local productions.

Originally home to historical industrial and factory buildings, the **Warehouse Arts District** in East Lawrence is a hub for working artists wanting space to create and display their work.

Voted Lawrence's best music venue for three years straight, **Liberty Hall** has hosted countless live performances, ranging from Willie Nelson to Wu Tang Clan.



OUR HISTORY AND CULTURE

Lawrence was founded in the 1850s as the state's center of resistance to the expansion of slavery. Targeted, ransacked, and burned to the ground during the Civil War, the community rebuilt with a commitment to education, civility, and the future. **It's quite a legacy to live up to ... but we try.** Lawrence has continually defined itself as an open, energetic, and welcoming community.

The **Robert J. Dole Institute of Politics** hosts public programs featuring national and world leaders, discussing a variety of contemporary and historical issues. The **Haskell Cultural Center and Museum** serves as a steward of living tribal materials, traditions, and cultural arts. The Douglas County Historical Society, founded in 1933, preserves the heritage of Douglas County and operates the **Watkins Museum of History**.

Lawrence has three sister cities: Eutin, Germany; Hiratsuka, Japan; and Iniades, Greece. The **Japanese Friendship Garden**, built to honor our relationship with Hiratsuka, offers a quiet oasis in the middle of our city.

Lawrence has strong literary roots, too. Authors Langston Hughes, William Burroughs, Sara Paretsky, and Laura Moriarty are among those who have called this place home.



SPORTS, LOTS OF SPORTS

The **University of Kansas** is home to one of the most prestigious college basketball programs in the country. Lawrence is where the game of basketball came of age, and no other city claims such a wealth of basketball history. Dr. James Naismith brought basketball to the University of Kansas in 1898, a mere seven years after he invented the game. In the years since, KU has developed a strong, tradition-rich program. The Jayhawks have won six national championships and the most conference titles in the nation.



GATEWAY DISTRICT,
RENDERING COURTESY UNIVERSITY OF KANSAS/
JAYHAWK COMMUNITY PARTNERS

KU football has its own storied legacy. As momentum for the future builds, exciting plans are underway for a new football stadium as part of the Gateway District, a transformational project on the northern edge of the KU campus that will provide academic and conference space, hospitality areas, and more.

Home to the KU track & field, women's soccer, and softball teams, **Rock Chalk Park** is also home to **Sports Pavilion Lawrence**, a community center with multiple full-sized basketball courts/volleyball courts, an indoor soccer/sport arena, workout facilities, outdoor lit tennis and pickleball courts, walking/jogging tracks and trails, and meeting rooms.

Looking to participate or spectate? Kickball, basketball, football, baseball, softball, soccer, rugby, tennis, bowling, cycling, swimming, pickleball, dance, martial arts, gymnastics, track & field, rowing, fishing, golf, disc golf... *We got 'em all.*

Our Home Teams

University of Kansas Jayhawks—NCAA Div I
Haskell Indian Nations University Athletics—NAIA
Kansas City Blues—USA Div I rugby
Kansas City Chiefs—NFL football
Kansas City Current—NWSL soccer

Kansas City Mavericks—ECHL hockey
Kansas City Monarchs—NNL/NAL baseball
Kansas City Royals—MLB baseball
Kansas City Storm—UWFA football
Sporting KC—MLS soccer



YOU'VE GOTTA EAT – IT MIGHT AS WELL BE TASTY

Lawrence is a foodie town. Here you'll find cuisine from throughout the world, craft cocktails, coffees and teas, homemade ice cream, and possibly the world's best burgers. **Plenty abounds to tempt your taste buds** – from chef-owned restaurants to roadside stands, from diners to food trucks. Farmers markets, breweries and wineries, and farm-to-table dining promote agritourism and showcase the best of our local produce.

SO MUCH TO SEE AND DO

More Family Fun

- Burroughs Creek Trail and Linear Park
- Climb Lawrence
- Kaw Valley Farm Tour
- KU Field Station
- Lawrence Public Library
- Prairie Park Nature Center
- Royal Crest Lanes
- VR Lawrence
- Wells Overlook Park

Museums

- Baker University Wetlands Discovery Center
- Booth Family Hall of Athletics
- DeBruce Center
- Freedom's Frontier National Heritage Area
- Hall Center for the Humanities
- Haskell Cultural Center and Museum
- KU Natural History Museum
- Prairie Park Nature Center
- Robert J. Dole Institute of Politics
- Spencer Museum of Art
- Watkins Museum of History

In addition to all that Lawrence offers, Kansas City attractions such as the Nelson-Atkins Museum of Art and the Kauffman Center for the Performing Arts, are just a short distance away.

Community Events, Parades, and Festivals

- Final Fridays arts and culture events
- Free State Festival independent film screenings
- Haskell Indian Art Market
- Haskell Indian Nations University Welcome Back Powwow
- Kaw River Roots Festival
- Lawrence Art Auction
- Lawrence Buskerfest
- Lawrence City Band Concerts
- Lawrence Old-Fashioned Christmas Parade
- Lawrence Zombie Walk
- Mardi Gras Musical Parade
- Restaurant Week
- St. John's Mexican Fiesta
- St. Patrick's Day Parade
- Street concerts and block parties



Why Lawrence?

WE'RE CONVENIENT AND CONNECTED

LOCAL CONNECTIONS

Lawrence is nestled 20 minutes west of the Kansas City metro, and 20 minutes east of Topeka, the state capital, via multi-lane interstate highways. Scenic smaller highways and roads offer alternate routes.



The **Lawrence Transit System**, a partnership between the City of Lawrence and the University of Kansas, provides public transportation to the community. A centrally located Central Station links to K-10 Connector and Greyhound.

Located in nearby Edgerton, Kansas, the **Logistics Park Kansas City** is a 1,700-acre distribution and warehouse intermodal park.

NATIONAL AND INTERNATIONAL CONNECTIONS

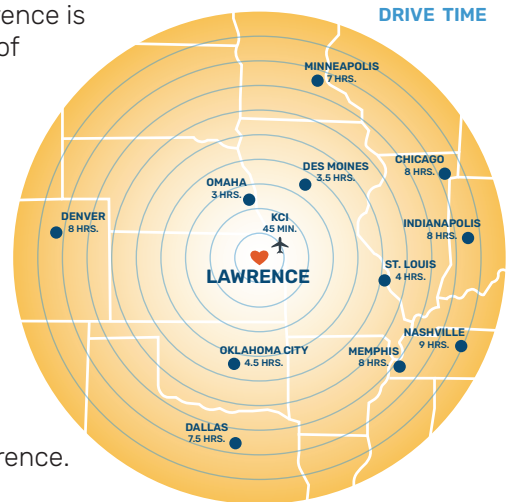
Kansas City International Airport (MCI) is conveniently located just 45 minutes from downtown Lawrence. Kansas City is a three-hour flight from either coast. Known as KCI by frequent travelers, it offers expanded air service at its new million-square-foot single terminal and 6,300-space parking structure. The map at right shows average flight times from KCI.

REGIONAL CONNECTIONS

You can say Lawrence is at the very heart of the U.S. We're at its geographic center, in fact – making travel convenient in any direction.

BY CAR

The map at right shows average drive times to regional metros from Lawrence.

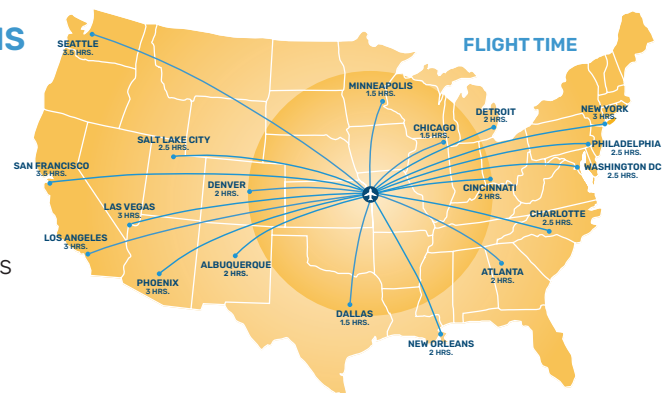


BY RAIL

Lawrence is served by Amtrak's Southwest Chief train. **Lawrence Station** was built in 1956 and was added to the National Register of Historic Places in 2018.

BY AIR

Lawrence Regional Airport (LWC) is city-owned and operated, averaging more than 100 daily flight operations of single-engine, twin-engine, business jets and helicopters. The combination of 5,700 feet of runway and Class I instrument landing system makes it an outstanding all-weather airport for business or pleasure travel.



From Lawrence, you can go anywhere – we are at the geographic center of the country, after all. (But we look forward to you coming back.)

Why Lawrence?

WE'RE A GREAT PLACE TO VISIT

AND AN EVEN BETTER PLACE TO CALL HOME

You're likely to find whatever you're looking for in Lawrence. Many come here for school but stay forever, some are drawn to our thriving arts and culture scene, and others love the location, housing choices, great schools, and top-notch services and amenities – but you don't have to pick. Most people come to enjoy all of these and more.

AFFORDABILITY

Lawrence has a highly affordable cost of living and an excellent quality of life, making it an attractive location for employees and businesses. On a scale where the national average cost of living is 100, Lawrence is 93.2.

COST OF LIVING INDEXES	Lawrence	Dallas	Chicago	Las Vegas	Denver	Austin	Wash, DC	Los Angeles
Overall Index (no child care, taxes not considered)	93.2	101	107.4	111	127.8	129.4	150.6	176.2
Food & Groceries	98.8	99.1	97.2	102.3	101.9	96.7	114.1	104.1
Housing (Homeowner)	91.4	92.9	99.1	118.2	184.3	159.6	204.8	298.2
Median Home Cost	\$273,700	\$295,100	\$284,100	\$384,000	\$576,000	\$577,400	\$644,900	\$912,500
Utilities	104.6	100	92.8	102.6	96.2	99.1	106	93.7
Transportation	86.9	117.1	138.5	128.5	116.1	109.9	135.3	165.3
Health	105.9	98.1	88	93	83.9	101.6	95.5	90
Miscellaneous	100.4	106.2	107.3	103.6	102.8	100.4	105.7	104.5

Sperling's Best Places, Cost of Living Calculator. Based on an average salary of \$50,000. Retrieved 1-11-24 from www.bestplaces.net.

Enjoy the seasons?
You'll love all four
in Lawrence.



HEALTH AND WELLNESS

The Lawrence Memorial Hospital system, now **LMH Health**, has been serving the community for more than a century. Nearly 2,000 employees, physicians, and advanced practice providers strive to deliver innovative patient-first care. LMH Health offers a 174-bed hospital, an outpatient care center at LMH Health West Campus, and numerous clinics throughout Lawrence and Douglas County.

Lawrencians prioritize a healthy, balanced lifestyle. Lawrence offers an abundance of gyms and fitness centers; public and private golf courses; public and private pools; yoga, barre, and Pilates studios; spas and therapy clinics; and more.

These organizations offer additional important health and wellness services:

- Bert Nash Community Mental Health Center
- DCCCA, Inc.
- Douglas County Community Children's Center
- Heartland Community Health Center
- Independence, Inc.
- Lawrence-Douglas County Public Health
- Visiting Nurses
- The Willow Domestic Violence Center

Organized fitness opportunities are available through Lawrence Parks & Recreation and groups such as Friends of the Kaw: Kansas Riverkeeper, Kansas Canoe & Kayak Association, Kansas Cycling Club, KU Fit, Lawrence Bicycle Club, Lawrence Mountain Bike Club, Red Dog's Dog Days, Ride Lawrence, Run Lawrence, Run-Walk Lawrence, and many more.



**LAWRENCE
LOVE**



Photography by Jeff Burkhead

Other images courtesy of Baker University, Clinton Marina, Marianna Gilliland, Haskell Cultural Center and Museum, Juniper Hill Farm & Table, Kansas Food Truck Festival, KU Innovation Park, Lawrence Arts Center, Mike Yoder/Lawrence Journal-World, LMH Health, Adam Smith/Mass Street Fish House & Raw Bar, Tom Soetaert, Ryan Waggoner/Spencer Museum of Art, The Lawrence Business Magazine, Tom Harper/The Lawrence Times, Chris Tilden, University of Kansas, Unmistakably Lawrence

Top 25
best places to live
in the Midwest

LIVABILITY

BEST
places to live
in the U.S.

LIVABILITY

Top 10
music cities

CREATIVE VITALITY

No. 1
most educated
small city in America

ADVISORSMITH

6
U.S. college towns
you don't need to be
in school to love

BESTLIFE

BEST
places to
bike

PEOPLEFORBIKES

5
cool cities in Kansas
where the arts
are thriving

LIVABILITY

America's
least stressful
small cities

BEST PLACES

2023 BEST
cities for college
basketball fans

WALLETHUB

Top 10
best college towns
in America

LIVABILITY

**MOST
ROMANTIC**

city in
each state

LIVABILITY

Your next
low-key wine
destination

WINE ENTHUSIAST

20
best small towns
in which to
retire

HGTV

BEST
college towns
in Kansas

WORLDDATLAS

BEST
places to retire
in 2023

FORBES



made with recycled fiber
please recycle