

LAWRENCE BUSINESS MAGAZINE

2025 Q1



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LAWRENCE & DOUGLAS COUNTY
BUSINESS 2025 Q1
MAGAZINE

LETTER FROM THE PUBLISHERS

Lawrence is at a crossroads. We are rich in culture, history, and academic influence. Economic growth isn't just about attracting businesses; it's also about keeping businesses, ensuring that Lawrence remains a vibrant, welcoming place where residents can build fulfilling lives. Infrastructure, city policies, quality of life, business recruitment, and workforce development all shape the city's economic trajectory.

INFRASTRUCTURE: BUILDING THE BACKBONE OF GROWTH

A strong economy starts with a strong foundation. Roads, utilities, and internet connectivity aren't just conveniences—they're necessities for businesses and residents alike. Reliable public transit, well-maintained roads, and expanded broadband access allow Lawrence to support both new industries and local entrepreneurs. A city that efficiently moves people, goods, and information is better positioned to sustain growth.

CITY CODES AND POLICIES: SUPPORTING GROWTH

Regulations can either encourage development or create barriers. Streamlining permits, modernizing zoning laws, and offering strategic incentives can promote investment and innovation. At the same time, maintaining Lawrence's historic charm and vibrant downtown while allowing for necessary growth is key in shaping the city's future.

QUALITY OF LIFE: A KEY ECONOMIC DRIVER

Economic development isn't just about numbers—it's about people. Lawrence's artists, parks, schools, universities, and a strong sense of community make it an attractive place to live. A thriving economy allows the city to invest in these assets, ensuring that it remains a desirable location. Affordable housing is also crucial, as rising costs can impact workforce availability and long-term community stability.

BUSINESS RECRUITMENT: STRENGTHENING THE LOCAL ECONOMY

Attracting new businesses and supporting existing ones are both essential to Lawrence's economic future. With the University, its skilled workforce, and its cultural vibrancy make it an appealing location for companies looking to expand. Supporting business retention through infrastructure improvements, workforce training programs, and economic incentives further strengthens the local economy.

WORKFORCE DEVELOPMENT: PREPARING FOR THE FUTURE

A well-trained workforce is essential to economic growth. Collaborations with KU, Peaslee Tech, and community colleges help ensure that residents have the skills needed for high-demand jobs. Apprenticeships, continuing education programs, and career training initiatives help bridge the gap between employers' needs and workers' abilities, fostering a more resilient economy.

LOOKING AHEAD

Lawrence has the talent, culture, and resources to sustain a strong and diverse economy. By focusing on infrastructure, thoughtful policies, quality of life, business support, and workforce development, the city can continue to grow while maintaining its unique identity. These factors will shape the future of Lawrence, ensuring that it remains a dynamic place to live, work, and invest.

FOUNDATION AWARDS

The 12 Annual Lawrence Business Magazine Foundation Awards with presenting sponsor INTRUST Bank will take place on April 22 at Macel's. We hope you can come out and help us celebrate these growing businesses and businesses giving back. More info at LawrenceBusinessMagazine.com/foundation

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