



## Downtown Lexington Partnership (DLP)

Managers of Downtown on behalf of our partners (Downtown Lexington Corporation, Lexington Downtown Development Association and Downtown Lexington Management District) and our stakeholders.

### August 2018 Activity Report

Downtown Lexington Partnership is hard at work planning and developing a number of significant projects. Work continues on the development of a new brand for downtown and DLP including a new website and powerful social media tools. We hope to launch in November.

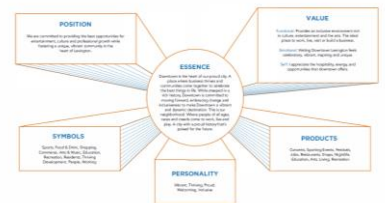
We have a new partnership with the Triangle Foundation to improve programming and infrastructure in the park. You may have seen new lawn games and some lunch time programming. That is just a start. We are close to signing a new tenant at the Triangle Park Café. We hope to have news on that in September.

Finally, we are developing 2019 plans and budgets for both our organization and the Downtown Lexington Management District (DLMD). The DLMD plans and budget should be approved in September and DLP plans and budget in November. Working now to make 2019 spectacular!

Sincerely

Terry Sweeney  
President/CEO

### New Brand Platform



**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**



**Development and Placemaking:** Attract new businesses, development and residences; increase sales activity and street level occupancy and improve existing buildings and urban design.

**I. Plan Downtown development in coordination with City of Lexington and private sector.**

- A. Met with J. Carman and E. Hathaway, Carman, regarding Short Street Plan.

**II. Attract new businesses and development and increase street level occupancy**

- A. Met with, contracted or provided information to prospects interested in development, expansion or opening a new business:
1. T. Guthrie, Base110.
  2. D. Long, Dudley's.
- B. Managed Property Improvement Grant Program.
1. Provided information to Sorrellas Gelato, Girls, Girls, Girls Burritos, Architectural Kitchen and Bath, Broomwagon, Mary Todd Lincoln House, Flourish Studios, Langley Properties, Baumann Paper Co., Winmore Holdings, Harlon and Marlon LLC (The Pearl), Soundbar, and an undisclosed new business on Short St.
  2. Met on site with D. Long, Dudley's.
  3. Approved grants for Unlearn Fear+Hate and Country Boy Brewing.
- C. Attended hearing on Residences of South Hill condominium project.
- D. Met with P. Ehlinger, Kentucky Science and Technical Corporation, to discuss startup companies, entrepreneurs, and Downtown's role.
1. Provided letter of support to Kentucky Science and Technical Corporation for a federal grant application.

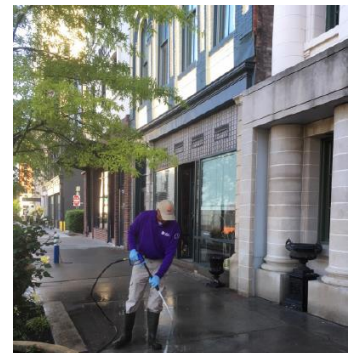
**III. Document and report the economic activity and impact of Downtown.**

- A. Consulted with PBID and tested their product as a cloud based platform to track properties and businesses Downtown.
- B. Documented new project pipeline.
1. Updated Project Tracking Document.
  2. Updated Business Open/Close tracking sheet.

**Environment:** Create a cleaner, safer, more beautiful and accessible Downtown.

**I. Improve Cleanliness and Perceptions of Cleanliness.**

- A. Downtown Lexington Management District (DLMD) Ambassador Team tracking. DLMD's four-man cleaning crew recorded the following activity:
1. 762 pounds of debris and trash collected.
  2. 112 Graffiti sites removed/painted over.
  3. 211 Customer contacts.
  4. 2 Business contacts.
  5. 21 Panhandling.
  6. 7 Sidewalk drains cleared.
  7. 3 Requests for police.
  8. 9 Motorist assists.





9. 151 Block of Weed Abatement.
  10. 13 Power Washing Hours.
- B. Manage the DLMD Ambassador program:
1. Met with J. Koch and B. McBride, Block By Block (BBB) to explore ways to improve ambassador program.
  2. Began training and transitioning management to K. Frizzell, DLP.
- C. Spring cleanup.
1. Water Company continued to update painting on their hydrants.

## II. Improve Safety and Perceptions of Safety

- A. Second Chance Employment Program launched.
1. Three employees were hired. One additional applicant was hired directly to BBB.
  2. Patrols of the Short St. lots began.

## III. Improve Accessibility, Infrastructure and Connectivity (Multimodal Mobility).

- A. Reviewed wayfinding signs for updates to reflect the new visitors center and discussed with M.Q. Ramer, VisitLex.

## IV. Improve Beautification, Public Spaces and Placemaking.

- A. Develop Shorts St. design plan:
1. Met with B. Peacher, Mayor's Office; E. Trammell, LEXPARK; J. Wuorenmaa, General Services to discuss Short St. and strategies moving forward.
  2. Met with J. Carman, Landscape Architect, about an updated Short St. project design reflecting temporary bumpouts for dining and a single drive lane.
  3. Met with J. Wuorenmaa, General Services, to discuss electric box project.
  4. Presented the electric box project to the corridors commission and received \$2,550 grant for the project.
  5. Met with D. Long, Dudley's to review café concept.
- B. Met with City of Lexington staff J. Wuorenmaa, General Services; M. Conrad, Director of Parks and Recreations; A. Poe, Environmental Services; S. Plueger, Environmental Services, about Downtown beautification projects and 2019 plans.
- C. Discussed the mural program and updates to the Transit Center mural with J. Winters, PRHBTN.
- D. Supported Town Branch Commons and Park.
1. Met with B. Meade, AECOM, M. Ades, J. Eckler, GSP, T. Tipton, D.W. Wilburn, R. Coldiron, Webb Co, D. Webb, Webb Co., and C. Wright, Strand to discuss the Town Branch Commons streetscape adjacent to City Center. DLP is a partial funder of this portion of the project, and an MOA with Webb Co. was discussed.
  2. Met with B. Peacher, Mayor's Office; M. David, Strand; P. Ebel, Parks; L. Houlihan, Mayor's Office; C. Cooperrider, Parks; E. Chaney, Parks; and M. Kosieniak, Parks; to discuss right of way infrastructure along Town Branch Commons.
  - 3.





**V. Develop a Downtown lighting enhancement plan focused on functional, artistic, and programmed lighting.**

- A. Met with S. Grossman Triangle Park Foundation and B. Fortune, DLMD Advisory Board to discuss Triangle Park lighting improvements.

**Experience and Activation:** Increase sales, visitorship and investment in Downtown and attract more members and sponsors through strategic marketing, programming and developing/managing events.

**I. Market and Promote Downtown and Businesses.**

- A. Develop new Downtown brand, website, social media tools and strategic marketing plan.

1. Began developing site map for web site
2. Updated brand platform and reviewed focus group survey.
3. Began sourcing photos for website.

- B. Met with the Following Media Outlets to discuss potential partnerships.

1. Chuck Creacy, Smiley Pete Publishing
2. Eli Mertens, Travel Host of the Bluegrass

- C. Implemented social media and e-marketing.

1. Sent eight electronic newsletters to mailing list of more than three thousand people that featured over 90 member events or news items.

2. Social Media

- 10,303 visits to the Downtown Lexington Partnership website.
- 25 posts on Facebook, 17,077 reached, and decreased to 159 likes.
- 14 Tweets, 14,500 reached, and gained 10 followers on Twitter.
- 6 posts on Instagram, 145 likes, and reached 4,372 people.

**Social Media Promotions.**

**II. Create and manage DLP events to increase Downtown visitorship, event attendance and revenue and sales of our businesses.**

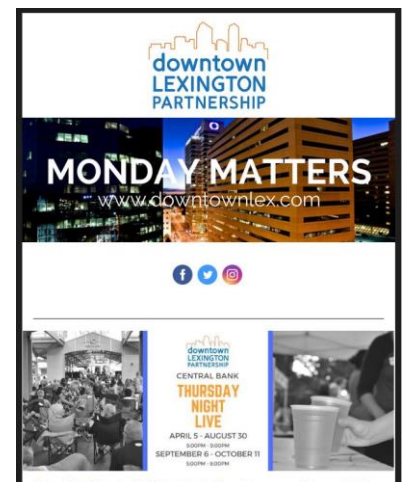
- A. Conducted internal review of Fourth of July Events.

1. Created final report.
2. Distributed to Mayor Gray and City Council.
3. Presented to DLP Board.

- B. Central Bank Thursday Night Live (CBTNL).

1. Explored marketing partnership with KwizFun.
2. Produced four successful CBTNLEvents with attendance averaging 2,000 per night.
3. Recorded \$21,461 in beverage sales.
4. Donated \$2,146 to participating non-profits including:
  - Lexington Humane Society
  - Kentucky Equine Humane Center
  - United Way of the Bluegrass
  - Citizens Police Academy Alumni Association
  - Blue Grass Trust for Historic Preservation

- C. Triangle Park.





1. Produced 3 Winsday Lunch break events.
    - The Event included live music and yard games in Triangle Park for a lunch time break. We also raffled gift cards to local member restaurants to both drive participants and promote membership.
  2. Scheduled Café Sign installment for September 6<sup>th</sup>
    - S. Dixon, Monster Color Sales
  3. Continued lease negotiations with J. Scaglione, Legendary Concessions.
  4. Completed pre-inspection by B. Stroupe, Lexington-Fayette County Health Department.
- D. Fountain Films on Friday
1. Hosted events attended by more than 500 participants.
  2. Hosted 2 films – Clueless & Groundhog Day
  3. Season finally Water boy was cancelled due to inclement weather.
- III. Support and promote other Downtown events and improve programming in public spaces.**
- A. Promoted Downtown events on Cumulus Radio (NewsTalk590 & ZRock103.3) show hosted by J. Pattie and T. Longo.
  - B. Served on Veteran’s Day Parade & Festival Committee
    1. J. Thurman, Committee Chair.
    2. P. Ryan, Lexington Lions.
    3. S. Sienicci, Benchmark Mortgage.
    4. A. Sutherland, Clark Machinery.
    5. S. Murray, Columbia Gas of KY.
    6. R. Curtis, City of Lexington.
    7. D. Litteral, Morehead State University.
  - C. Assisted with Bourbon Chase Planning
    1. Met with J. Sheryak to coordinate bourbon tasting logistics.
  - D. Provided Beverage services for Bluegrass Hospitality Games in Triangle Park. Assisted:
    1. K. Stahlman, Executive Director.
    2. E. Morguson, Coordinator.
    3. A. Combs, Membership Coordinator.
- IV. Grow and activate DLP membership.**
- A. Set date and time for third Membership Meet & Greet of 2018.
  - B. Visited or contacted the following member establishments to ensure member retention and inform them about the transition of Membership Coordinator.
    1. Distilled at Gratz Park
    2. American Heart Association
    3. Safety Kleen
    4. Alfalfa Restaurant
    5. Blue & Co.
    6. Bluegrass Kettle Masters Inc.
    7. Debra Hensley’s Sociqal Stimulus





8. Henry Clay Public House
9. Republic Parking
10. SteinGroup LLC
11. Sts. Peter & Paul School
- C. Continued to plan 2019 membership program.
- D. Developed new membership report for the month of July.
  1. 329 total members in the month of July.
  2. 10 dropped members in January.
  3. 2 members will renew after the drop deadline.
  4. 1 new member.
- E. Updated prospective member list.
- F. Updated a sustainable tracking system for member mentions on social media platforms and in e-newsletters.
- G. Began researching Customer Relationship Management (CRM) software.
- H. Worked on new membership materials including:
  1. DLP general information sheet.
  2. Membership benefits infographic.
  3. New thank you letters.
  4. New perspective member welcome emails.
- V. Grow DLP sponsorships.
  - A. Secured \$96,750 in stakeholder dollars to date.
  - B. Met with following sponsors to discuss renewing their sponsorship:
  - C. Contacted the following companies about renewing their sponsorship or becoming a sponsor.
    1. A. Dement, Cardinal Hill Rehabilitation Hospital
    2. M. Tucker, Dinsmore & Shohl, LLP
    3. L. Cabral, T-Mobile
    4. T. Williamson, MetroNet
    5. M. Sword, Central Baptist.
    6. V. Carlucci, Skybar.
    7. S. Lancho, KY American Water.
    8. S. Payton; E. Marcum, G&J Pepsi.
    9. M. Geertz, Unified Trust Company
    10. C. Whelan, Kentucky Utilities Company
    11. H. Martin, The Mane on Main
- VI. **Make Downtown, events and programming more inclusive.**
  - A. Formed a Historical Snapshot Committee. Committee members include: D. Thomas, R. Allen, P. Gerhard, Q. Tyler. First meeting was held on Friday, July 13.
  - B. Continued to conceptualize the program.

### **Administration**

To proactively pursue the DLP Mission by building an organization with adequate resources, technology, professional staff and engaged leadership, board members, stakeholders and volunteers.



**I. Build DLP's organizational capacity.**

A. DLP Board Management:

1. Convened DLP Board Meeting.
  - Met with Executive Committee.
  - Posted notice.
  - Developed and sent board packet.

B. Staff Management

1. Conducted bi-weekly staff meetings.
2. Conducted biweekly department meetings.

C. Began 2019 planning.

1. Developed planning calendar.
2. Create 2019 Opportunities and Events document
3. Developed program evaluation forms.
4. Convened staff and department meetings.
5. Conducted biweekly department meetings.
6. Began budget meetings.

**II. Build and manage strong partnerships to improve Downtown**

A. Supported DLMD and strengthened the partnership:

1. Cancelled August Board meeting.
2. priorities:
  - Convened budget committee meetings.
  - Developed draft documents
  - Began briefing individual board members.
3. Developed and sent September board packet.
4. Researched and obtained quote for PBID district management software and incorporated costs into budget.

**IV. Network and support collaborating organizations**

A. Attended ribbon cutting for Base110's expansion.

B. Met with:

1. R. Matheny, Louisville Downtown Partnership.
2. K. Atkins, City of Lexington.

**V. Financial and Office Management:**

- A. Prepared monthly financial reports.
- B. Processed invoices and checks.
- C. Coordinated payroll.
- D. Established accounts for new QuickBooks files for 2019.
- E. Researched Customer Relationship Management (CRM) software.
- F. Developed 2019 Budget Spreadsheet.
- G. Created an Administrative Calendar for the remainder of the year.