



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.

February 2018 Activity Report

In February DLP began laying the foundation for building a strong and vibrant Downtown. First completed **research of the Downtown market** which included a survey of the local seven-county resident and downtown stakeholders about Downtown conducted by Gentleman McCarty. The research also included a study to measure the impact Downtown has on the Lexington economy conducted by Thomas P. Miller and Associates. This information will be used in the DLP planning process which began in February.

Second, a **staff retreat** was hosted February 9th hosted at **21c Hotel**. At the retreat, staff worked to develop a culture of achievement, set priorities and identify strategies to make Downtown an economically strong, vibrant place to live, work, play and shop. This work will be carried forward and used to lead the joint **DLP and Downtown Lexington Management District (DLMD) Board Retreat to be hosted March 21st at the Downtown Hilton**. The board retreat will be followed by an open house to engage stakeholders and give them an opportunity to review the planning done at the two retreats and provide input.

February was also highlighted by the **DLP Meet and Greet** member gathering hosted at **Distilled at Gratz Park Inn**. More than 100 people attended to network and get an update on the exciting DLP initiatives.

Sincerely

Terry Sweeney
President/CEO

Staff Retreat at 21c Hotel



**DLP/DLMD Joint Board
Retreat scheduled for March
21st**



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 director of planning J. Duncan, C. Woodal, and T. Wade to discuss coordinating downtown planning with LFUCG planning department, downtown's role in the Comp Plan, and current issues affecting downtown.
- B. Met with B. Peacher and S. Harvey to discuss activating the TBC with on street retail.



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

- A. Met with M. Fichtner at Carson's to discuss outdoor dining options and the process for obtaining a permit.

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

- A. Met with D. O'Neil and C. Logan from the PVA to discuss property values and assessments downtown.
- B. Conduct Economic Impact Study.
 - 1. Reviewed scope of service with to Thomas P. Miller Associates (TPMA).
 - 2.
 - 3. Collected data from LFUCG and PVA to provide to TPMA for the study.
- C. Documented new project pipeline.
 - 1. Updated project pipeline.
- D. Created a business opening and closing tracking sheet.
 - 1. Continued to update business open/close sheet.
- E. Created a developer contact sheet.



UK Law Building



Field and Main

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

I. Improve Cleanliness and Perceptions of Cleanliness.

- A. Met with A. Sohner to discuss partnerships with Bluegrass Green Source and Keep Lexington Beautiful.
- B. Began planning for spring cleanup and conducted test block walkthrough of items to emphasize in an overall downtown assessment.
- C. DLMD Ambassador Team tracking. DLMD's four-man cleaning crew recorded the following activity:
 - 1. 808 pounds of debris and trash collected.
 - 2. 33 Graffiti sites removed/painted over.
 - 3. 27 Customer contacts.
 - 4. 1 Business contacts
 - 5. 18 Panhandling
 - 6. 17 Sidewalk drains cleared.





7. 3 Requests for police.
8. 4 Motorist assists.

II. **Improve Safety and Perceptions of Safety**

- A. Held meeting to discuss panhandling issues in the Short Street area with affected businesses. Attendees included:
 1. B. Maynard, Police
 2. A. Lanza, Centro
 3. P. Ruddick, Office of Homelessness
 4. G. Means, LexPark
 5. D. Warren, Block By Block
 6. Crowdaddy's
 7. Dudleys
- B. Held follow up meeting to discuss panhandling and safety strategies with:
 1. P. Ruddick, Office of Homelessness
 2. G. Means, Lexpark
- C. Developed multifaceted approach to panhandling issue that includes a second chance employment program for parking lot attendants, restaurant education, extra security, and other charitable options.
- D. DLMD Safety Ambassadors
 1. Reviewed planning with J. Koch and D. Warren Block By Block.

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

- A. Lex Park.
 1. Met with P. Dillion and S. Bartly, Republic Parking.
 2. Attended Lex Park board of directors meeting.
- B. Participated in the bike share steering committee.
 1. Developed and distributed follow-up questionnaire. Obtained results.
 2. Participated in follow-up meetings with S. Thompson, MPO, M. Ramer, Visit Lex and G. Green, City of Lexington.

Researched bike share providers.



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

- A. Supported Town Branch Commons and Park.
 1. Met with B. Peacher and S. Harvey regarding vending and retail options along the Commons.
- B. Improve Downtown parks in concert with City and other stakeholders.
 1. Created a presentation on Phoenix Forward, its background, what happened, and the results.
 2. Met with R. Parmley and P. Ebel to assist with their Phoenix Forward presentation at the State Parks Conference.





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. Conducted marketresearch.
 - 1. Completed the seven-county resident survey and obtained results.
 - 2. Completed the Downtown stakeholder survey and obtained results.
- B. Developed and posted Request For Proposal (RFP) to select ad agency to develop Downtown brand, new website, social media tools and strategic marketing plan.
- 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. Sent one DLMD e-newsletter to a mailing list of 210 people at a 58% open rate.
 - 3. Social Media
 - 1,694 visits to the Downtown Lexington Partnership website.
 - 16 posts on Facebook, 15,872 reached, and increased to 153 likes.
 - 13 Tweets, gained over 12,000 impressions and generated to 44 new followers.
 - 2 posts on Instagram, 111 likes, and increased to 2,413 followers.

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

- A. Central Bank Thursday Night Live.
 - 1. Scheduled performance dates with 28 bands.
 - 2. Scheduled non-profit volunteer groups for 26 dates.
 - 3. Scheduled non- profit volunteer group training sessions.
 - 4. Scheduled 14 DLP members for concessions (ongoing).
 - 5. Met with brewery representatives to discuss beverage sales.
 - a. P. Weiss, Kentucky Ale.
 - b. S. Baxter, Kentucky Ale.
 - c. D. Harrison, Country Boy Brewing.
 - d. J. Beagle, Country Boy Brewing.
 - 6. Met with event sponsors to discuss desired event outcomes.
 - a. S. Kelly, Central Bank.
 - b. L. Catron, Central Bank.
 - c. J. Evans, Maker's Mark.
 - d. R. Bowling, Maker's Mark.
- B. Mayfest Arts Fair.
 - 1. Processed applications for arts/crafts vendors.
- C. Fourth of July Festival.
 - 1. Met with event sponsors for discuss desired event outcomes.
 - a. Z. Glover, Fifth Third Bank.
 - 2. Engaged in contract discussions for Patriotic Concert.
 - b. A. Kieser, Lexington Philharmonic.
 - 3. Met with Bluegrass 10,000 planning partners.
 - a. M. Franzetti, Lexington Division of Parks & Recreation.
 - b. P. Ebel, Lexington Division of Parks & Recreation.
- D. Bike Lexington



PEDALPOWER
Since 1973

1. Accepted contracts for Co-Presenting Sponsorships.
 - a. Pedal Power.
 - b. Republic Bank.
2. Received Paula Nye Grant for Bike Lexington Family Fun Ride.
 - a. \$2,500.
3. Attended BCC Grant Interview.
 - a. R. Ruff BCC Sponsorship Chair.

E. Fountain Films on Friday.

1. Movie schedule selected.
2. Website up to date.

III. Support and promote other Downtown events and improve Downtown events operations.

- A. Broadcasted weekly event update on Cumulus Radio (NewsTalk590 & ZRock103.3).
1. J. Pattie, Radio Host.
 2. T. Longo, Radio Host.

IV. Program and promote Downtown parks.

- A. Fifth Third Pavilion
1. Discussed clean-up and possible larger renovation project with M. Conrad, Parks and Recreation.
- B. Triangle Park.
1. Met with B. Owen Lexington Center Corporation.
 2. Finalized and submitted proposal.

V. Grow and activate DLP membership.

- A. Executed DLP first Meet and Greet of the year.
1. Developed event registration tool using Constant Contact.
 2. Attended site visit at Distilled to plan out event and catering with M. Grey, Manager.
 3. Hosted over 100 members/guests.
 4. Gave away three \$25 Distilled gift cards to members who attended.
 5. Collected over 50 new contacts for our e-newsletters.
- B. Met with K. Frizzell and T. Sweeney about the future of Membership Meet & Greets and laid the ground work for future events.
- C. Visited/Called/Emailed the following member establishment to thank them for becoming members, ensure member retention and to inform them about the transition of Membership Coordinator.
1. Edley's Bar-B-Que
 2. Jake's Lemonade
 3. First Security Bank
 4. Steel City Pops
 5. Lexington Philharmonic
 6. Cumulus Media, Inc.
 7. K. Norman Berry Associates Architects
- D. Developed a Membership report for the month of February.
1. 358 total members in the month of January.
 2. 2 dropped members in February.





1. Both members dropped because they didn't feel they received services worth their investment.
- E. Updated a prospective member list.
- F. Created a sustainable Social Media Calendar to engage all departments in created social media content.
- G. Wrote and published a press release to communicate the change in the Membership Coordinator position.
- 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.
- I. Met with T. Sweeney about Membership Recruitment strategies and generated an outline for new member recruitment materials.
- J. Attended the EMERGE 2018 Committee Meeting as the chair of the Community Engagement Sub-committee.
 1. Amy Carrington, Commerce Lexington.
 2. Allen McDaniel, Lexington Little Clinic.
 3. Jamie Rodgers, City of Lexington.
 4. Donald Mason, Lyric Theatre.
 5. Mya Price.
 6. Quisha Ray, Toyota.
 7. Jacob Walbourn, McBrayer.
 8. Salvador Sanchez, Cup of Commonwealth.
 9. Tyler White, Friends of Coal.
 10. Andrew Miller, Forcht Bank.
 11. Erica Downey, Alltech.

Supported Young Leaders Conference!



VI. Grow DLP sponsorships.

- A. Met with following Stakeholders to discuss renewing their membership:
 - a. P. Weiss, Kentucky Ale.
 - b. D. Harrison, J. Beagle Country Boy Brewing.
2. Met with event sponsors to discuss renewing their sponsorships for 2018.
 - a. S. Kelly, Central Bank.
 - c. J. Evans, Maker's Mark.
 - d. R. Bowling, Maker's Mark.
 - e. C. Knape, HopCat
- B. Renewed \$15,000.00 in stakeholder dollars.
- C. Secured new stakeholders for 2018:
 1. Country Boy Brewing
- D. Met with following sponsors to discuss renewing their sponsorship:





1. P. Dalbey, WLEX18.
 2. P. Walker, WKYT.
 3. K. Stein, LM Communications.
- C. Renewed the following sponsorships for more than \$65,000.00:
1. Maker's Mark – TNL
 2. Unified Trust Company – Ice Rink
 3. Annual Meeting – Republic Bank
 4. Bike Lexington – Republic Bank Co-presenting sponsor
 5. Fifth Third Bank – Presenting sponsor Fourth of July Festival

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. Met with K. Atkins and finance staff to discuss reconciling DDA budget.
 2. Convened special meeting of DDA board to reconcile budget and MOA estimates with actual bank account transfers.
 3. Convened February Board Meeting.
 - Posted notice.
 - Developed and sent board packet.
 - Approved 6-month budget
 4. Continued planning DLP and DLMD Joint Board Retreat and public Open house to be hosted on March 21, 2018.
- B. Met with the following Downtown stakeholders to get their observations of downtown and issues to address:
1. A. Lanza, Centro
 2. J. Smith, Lexington Fayette Urban County Government Council (LFUCGC)
 3. K. Plomin, LFUCGC.
 4. K. Stinnett, LFUCGC.
 5. T. Harris University of Kentucky.
 6. A. Sohner, Bluegrass Greensource and Keep Lexington Beautiful.
 7. G. Pettit, Bluegrass Trust For Historic Preservation.
- C. Staff Management
1. Hosted DLP staff retreat to be held February 9, 2018.
 - Reviewed research.
 - Developed goals.
 - Developed organizational structure.
 - Identified priorities, programs and services.
 - Began planning DLP/DLMD Board Retreat.
 2. Continued developing new staffing plan.

II. Build and manage strong partnerships to improve Downtown

- F. Gave presentation on public space projects to UK School of Design studio class.



- G. Sat on a grant review panel for Partners for Youth and interviewed 14 applicants.
- H. Supported DLMD and strengthened the partnership:
 - 1. Planned and hosted February board meeting.
 - Prepared financial statements and minutes.
 - Sent email reminders and board packets.
 - Provided updates.

IV. Network and support collaborating organizations

- A. Met with:
 - B. Goodman, Kentucky Humanities Council.
- B. Attended:
 - 1. Attended Courthouse Reveal reception.
 - 2. Creative Mornings event at the Old Courthouse.
 - 3. Lex Arts: Pacesetters and Presidents Circle Donor Celebration.

Supported LexArts



LEXARTS

V. Financial and Office Management:

- A. Prepared monthly financial reports.
- B. Processed invoices and checks.
- C. Completed payroll.

VI. Personnel and Human Resource Management:

- A. Conducted annual employee reviews and made compensation adjustments.
- B. Reviewed job descriptions with each staff member.
- C. Began developing finance and office manager job description.
- D. Updated Employee Policy Manual.