



## 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.

### January 2018 Activity Report

In the 4<sup>th</sup> quarter of 2017, the Downtown Lexington Corporation (DLC) and Lexington Downtown Development Authority (LDDA) merged to form the **Downtown Lexington Partnership (DLP)**. In December 2017, Terry Sweeney started as the new President/CEO of the DLP. Under his leadership, DLP will provide a **strategically coordinated approach to Downtown revitalization and management** and act as the single point of contact and accountability. As such, DLP will be expanding its role in all areas of developing, managing and marketing Downtown. This is the first monthly report that will document our activity, results and impact on Downtown for our partners, funders and stakeholders.

January was a very exciting month as DLP proactively worked with the **Downtown Lexington Management District (DLMD)** to strengthen our partnership in our joint efforts to provide positive results to the District and Downtown. DLP created the **FY 2018-2019 DLMD Economic Improvement Plan and Budget** which was approved by the DLMD Board of Directors. In addition, the DLMD Board of Directors **authorized DLP to implement the programs and services** contained in the Economic Improvement Plan on their behalf.

DLP and DLMD are also partnering on a number research projects including:

- Consumer perception survey of local residents.
- Downtown stakeholder survey.
- Downtown Impact Study and best practices.

This information will be reviewed and used to help chart the future of Downtown at a **March 21, 2018 joint DLP/DLMD boards retreat** which will be followed by a public open house. At the open house, stakeholders and customers will be asked to review work completed at the retreat and help identify Downtown priorities. Stay tuned for more information.



**New DLP/DLMD Partnership**

DLP has also been very busy **planning Downtown events and projects** including Lexington's Fourth of July celebration, bike share program, Triangle Park programming and Short St. improvements. We hope to have more information on these programs in early Spring.

Sincerely

Terry Sweeney  
President/CEO



**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. Developed draft concepts of Short St. improvements that support businesses and patrons in the Short St. District.
- B. Met with A. Bakhaus and A. Lankford, Town Branch Fund, to coordinate DLP involvement and funding in upcoming planning stages of the project.
- C. Provided \$92,000 to support next phase studies for Town Branch Park.

**Supported Town Branch Park!**



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

- A. Met with, contacted, assisted or provided information on Downtown development or business opportunities or responded to real estate inquiries:
  - 1. A. Hills, Limestone Bank.
- B. Attended Commercial Property Association of Lexington (CPAL).

**Tracked New Projects!**

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

- A. Conduct Economic Impact Study.
  - 1. Developed scope of services.
  - 2. Contacted consultants to conduct study:
    - B. Segal, Progressive Urban Management Associates (PUMA)
    - T. Miller, Thomas P. Miller and Associates (TPMA)
  - 3. Signed contract with TPMA.
  - 4. Began collecting data.
- B. Documented new project pipeline.
  - 1. Created tracking document.
  - 2. Began collecting data from developers and City.
- C. Created a business opening and closing tracking sheet.
  - 1. Began tracking 2017 openings and closings retroactively and 2018 opening and closings.
- D. Created a developer contact sheet.



**Webb Companies Centre Pointe project**

**IV. Support residential development and attract new residents.**

- A. Met with Lofts at Vine & Main St. home owner's association.
- B. Corresponded with T. Hart from Indianapolis developer Deylen, considering a mixed use project in downtown.

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

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

- A. DLMD Ambassador Team tracking. DLMD's four-man cleaning crew recorded the following activity:
  - 1. 800 pounds of debris and trash collected.
  - 2. 37 Graffiti sites removed/painted over.



3. 29 Customer contacts.
4. 16 Business contacts
5. 12 Panhandling
6. 4 Sidewalk drains cleared.
7. 3 Requests for police.
8. 1 Motorist assists.



## II. Improve Safety and Perceptions of Safety

- A. Attended introductory meeting with Lexington Police Department.
- B. Attended the January Homeless Initiative Board Meeting.
- C. DLMD Safety Ambassadors
  1. Obtained DLMD Board approval to create Safety Ambassador Program.
  2. Contacted J. Koch, Block By Block to provide overview of the program and ask for quote.
- D. Met with B. Fortune, DLMD Advisory Group to discuss Light Up Lexington.

**Worked to improve Placemaking and programming!**

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

- A. Lex Park.
  1. Met with G. Means, Lex Park to discuss future parking programs/partnerships.
  2. Attended Lex Park board of directors meeting.
- B. Participated in the bike share steering committee.
  1. Contacted Limebikes to ask them to provide a presentation to the committee.
  2. Attended 2 steering committee meetings.
  3. Attended presentations bike six bike share providers.



**Lime Bikes bike share provider.**

## IV. Improve Beautification, Public Spaces and Placemaking

- A. Developed proposal to improve programming and management of Triangle park.
- B. Supported Town Branch Commons and Park.
  1. Attended meeting regarding programming and revenue modeling with:
    - H. O'Leary, Town Branch Fund
    - A. Lankford, Town Branch Fund
    - Benjamin Donsky, VP Biederman Redevelopment Ventures.
- C. Improve Downtown parks in concert with City and other stakeholders.
  1. Participated in meeting to advise and discuss future of Phoenix Forward/Phoenix Park attended by:
    - A. Donworth, Central Library
    - N. Davis, Central Library
    - P. Ebel, Parks
    - L. Farnsworth, DLP



**Town Branch Park programming.**



- K. Frizzell, DLP
- K. Querrey, LexEffect
- L. Houlihan, Mayor's Office
- J. Paul, Central Library
- J. Orth, Lexington Police

**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 customer research.**

1. Retained Gentleman McCarty to conduct seven county survey of local resident and conduct separate survey of Downtown stakeholders.
2. Developed both survey questionnaires.
3. Initiated the consumer survey.

**B. Implemented social media and e-marketing.**

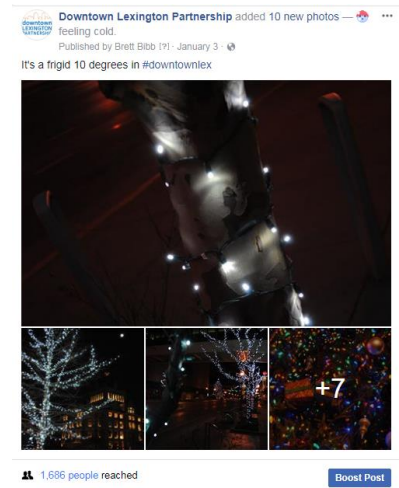
1. Sent nine electronic newsletters to mailing list of more than three thousand people that featured 86 member events or news items.
2. Sent one DLMD e-newsletter to a mailing list of 210 people at a 51% open rate.
3. Social Media
  - 1,395 visits to the Downtown Lexington Partnership website.
  - 15 posts on Facebook, 15,406 reached, and increased to 153 likes.
  - 5 Tweets, 7,291 reached, and generated to 49 new followers on Twitter.
  - 2 posts on Instagram, 41 likes, and increased to 2,408 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. Hosted meetings for band schedule.
  - C. Shuck, The Trendells.
  - W. Harrison, Independent Contractor/Sound Technician.
2. Attended meeting with LFUCG staff for Historic Courthouse update.
  - J. Wuorenmaa, Mayor's Office.
  - S. Hamilton, Mayor's Office.
  - L. Houlihan, Mayor's Office.
  - M. Conrad, LFUCG Parks & Recreation.
  - K. Atkins, Mayor's Office.
  - H. Weidemann, AU Associates.

**Conducted Electronic Marketing**



**Social Media Promotions.**



**E-newsletter promotions.**





3. Visited DLP Members for Event Vendor Information.
  - K. Silver, School Sushi.
  - V. Carlucci, SKYBAR-Lexington.
  - M. Nichoson, Clark Distributing.
  - H. Wilson, G&J Pepsi-Lexington.
  - J. Franklin, G&J Pepsi-Lexington.
  - J. England, Lexington Farmers Market.
- B. Fourth of July Firework Display 2018.
  1. Created RFP for 2018 Fireworks Display.
  2. Attended site visits with pyrotechnic vendors and city officials with the Webb companies for Lexington Financial Center rooftop visit.
    - J. Rozzi, Rozzi Pyrothenics Company.
    - T. Rodgers & J. Jones, Zambelli Fireworks Company.
    - K. Atkins, Mayors Office.
    - Comm. R. Bastin, Division of Public Safety.
    - Lt. C. Martin, Lexington Fire Department.
    - D. Webster VP of Building Services.
  3. Set project in motion.
- C. Unified Trust Company Ice Rink.
  1. Facilitate Break Down.
    - G. Ingles, Ice Rink Events.
    - J. Hatton, Lexington Center Manager

#### Managed holiday events wrap up!



Unified Trust Ice Rink

### 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.
- B. Attended Phoenix Forward 2018 Planning Committee.
  - A. Donworth, Lexington Public Library.

#### Pursued new programming opportunities!

### IV. Program and promote Triangle Park.

- A. Created Triangle Park RFP.
  1. Researched event ideas.
  2. Evaluated infrastructure (Café) needs.
  3. Drafted Proposal.
- B. Set project in motion.



New Triangle Park opportunities

### V. Grow and activate DLP membership.

- A. Planned DLP first Meet and Greet of the year.
  1. Developed event registration tool using Constant Contact.
  2. Attracted over 100 RSVPs, more than double our previous average.
  3. Attended site visit at Distilled to plan out event and catering with M. Grey, Manager.



- B. Visited/Called the following member establishment to ensure member retention, and inform them about the transition of Membership Coordinator.
- PrintLEX.
  - Casual Pint.
  - AVOL.
  - J. Render's Southern Table & Bar.
  - Dress for Success Lexington.
  - Stagger Inn.
  - Lyric Theatre.
- C. Met with K. Campbell and T. Sweeney, DLP about future of the membership program.
- D. Developed a Membership report for the month of January.
1. 360 total members in the month of January.
  2. 7 dropped members in January.
    - 3 members dropped because their business is now closed.
- E. Generated a prospective member list.
- F. Created a sustainable tracking system for member mentions on social media platforms and in e-newsletters.
- G. 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.
- H. Attended the EMERGE 2018 Committee Meeting as the chair of the Community Engagement Sub-committee.
- Amy Carrington, Commerce Lexington.
  - Allen McDaniel, Lexington Little Clinic.
  - Jamie Rodgers, City of Lexington.
  - Donald Mason, Lyric Theatre.
  - Gretchen Gruenberg, Big Ass Solutions.
  - Mya Price.
  - Quisha Ray, Toyota.
  - Jacob Walbourn, McBrayer.
  - Salvador Sanchez, Cup of Commonwealth.
  - Tyler White, Friends of Coal.
  - Andrew Miller, Forcht Bank.
  - Erica Downey, Alltech.

**Supported Young Leaders  
Conference!**



**VI. Grow DLP sponsorships.**

- A. Met with following Stakeholder Members to discuss renewing their membership:
- J. Collier, Windstream.
  - V. Carlucci, Skybar (stakeholder and Thursday Night Live).
  - M. Nickoson, Clark Distributing.



- D. Adamson, Traditional Bank.
  - J. Koonce, WesBanco.
  - P. Johnston, Blue & Co.
- B. Renewed \$35,000.00 in stakeholder dollars.
- C. Secured two new stakeholders for 2018
- Hilliard Lyons.
  - Dean Dorton.
- D. Met with following sponsors to discuss renewing their sponsorship:
1. M. Geertz, Unified Trust Company.
  2. J. Franklin and H. Wilson, Pepsi.
  3. L. Wetherby, Republic Bank.
  4. B. Yates, Pedal Power.
- E. Contacted the following sponsors and prospective sponsors about renewing their sponsorship or becoming a sponsor.
1. G. Taylor, Safety Clean.
  2. Beth Sakar, MCM.
  3. A. Walters, Hilton.
  4. S. Quinn, KentuckyOne Health.
  5. C. Knape, HopCat.
  6. P. Dalbey, LEX18.
  7. E. Bagby, McBrayer
  8. L. Poulter, Lexington Clinic.
  9. J. Gann, KY Eagle.
  10. C. Marrilla, Keeneland.

**Recruited a new stakeholder Member!**



### **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 January Board Meeting.
    - Posted notice.
    - Developed and sent board packet.
    - Obtained approval to conduct perception survey and Downtown economic impact study.
  2. Met with the following board members to discuss DLP and Downtown.
    - P. Hanson, Dean Dorton
    - M. Murphy and K. Atkins, City of Lexington.
    - W. Webb, Webb Companies.
  3. Planned DLP 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. L. Betz, Failte Irish Imports.
2. J. Gibbs, Lexington Fayette Urban County Government Council (LFUCGC).
3. M. Conrad, City of Lexington.
4. D. Webb, Webb Companies.
5. S. Cay, LFUCGC.
6. B. Fortune, DLMD Advisory Committee
7. T. Pettit, DLMD Board.
8. A. Dunworth, Lexington Public Library Foundation.
9. A. Hammond, Lexington Public Library Foundation
10. R. Moloney, LFUCGC.
11. B. Owen, Lexington Convention Center.
12. M. Wright, DLP Advisory Board.
13. J. Brown, LFUCGC.
14. M. Conrad, City of Lexington.
15. T. Phillips, DLMD.
16. S. Carey, Transylvania University.
17. M. Fichtner, Carson's.
18. D. Paulsen, Commissioner of Planning, Preservation, and Development.

**Conducted meetings with  
Downtown stakeholders.**



**C. Staff Management**

1. Conducted weekly staff meetings
2. Met with individually with each staff members to discuss their job descriptions and assess their programs.
3. Planned DLP staff retreat to be held February 9, 2018.
  - Scheduled room and lunch at 21c Hotel.
  - Began developing agenda.
  - Developed sheets to be completed.
4. Began developing new staffing plan.



**II. Improve DMD's Relevance and Recognition.**

- A. Conducted interview with T. Wilmes, Herald Leader.

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

- C. Met with K. Atkins, City of Lexington to discuss 2019 Purchase Service Agreement.

- D. Supported DLMD and strengthened the partnership:

1. Obtained DLMD and LUCG Council approval for 2018-2019 District Economic Improvement Plan and Budget.
  - Created plan.
  - Revised budget.
  - Briefed board members and LFUCG councilors.
  - DLMD passed resolutions approving plan and budget and authorizing DLP to implement the programs and services.
  - Created briefing memo for LFUCG Council.
  - Obtained budget approval from LFUCG Council.





2. Planned and hosted January board meeting.
  - Prepared financial statements and minutes.
  - Sent email reminders and board packets.
  - Provided updates.

**V. Network and support collaborating organizations**

A. Met with:

- L. Brandstetter, Brandstetter Carrol, and Parks to provide feedback on public space initiatives for their planning purposes.
- Provided photos to Parks for use in council presentations regarding downtown public spaces.

B. Attended:

1. Commerce Lex, State of the City.
2. Commerce Lex Annual Dinner.

**Support Commerce Lex events!**



**VI. Financial and Office Management:**

A. Transitioned to Jul-Jun fiscal year.

1. DLP board approved transition.
2. Began drafting 6-month budget.

B. Reconciled Downtown Development Authority transfer.

C. Submitted DDA purchase of service report to K. Atkins.

D. Filed DDA tax forms and reporting documents to LFUCG, Nationwide, and Kentucky League of Cities.

**VII. Personnel and Human Resource Management:**

A. Planned transition for R. Bright's departure as Membership Coordinator.

1. Worked R. Bright to develop transition plan.
2. Finalized compensation.
3. Convened meeting with staff to divide responsibilities.
4. Began transitioning B. Bibb to become Membership Coordinator.

B. Hired 4 new interns for the Spring Semester.

1. Conducted an intern orientation/training session.
  - i. Entry interview.
  - ii. Program training on Constant Contact and the i-drive.
  - iii. Social Media administrator training.
2. Planned the interns projects for the semester, including:
  - i. Began updating the community services guide, social media campaigns for Spring events and publishing new membership materials and press releases.