



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.

July 2018 Activity Report

Downtown was the center of summer fun in July! Fountain Films series was in full swing attracting couples and families alike. Central Bank Thursday Night Live and two-day celebration of the Fourth of July attracted thousands Downtown to support our businesses.

Downtown continues to grow with more than \$1.8 billion of new projects underway and in the pipeline. City Center continues to rise and Town Branch Commons is underway. In addition, Lexington Convention Center \$241 million project broke ground. These major projects will transform Downtown over the next 36 months. Exciting times ahead for Downtown Lexington!

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. 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. K. Silvestri, Silvestri Real Estate.
3. K. Tucker, SP+.
4. B. Allen, Bank of the Bluegrass.
5. R. McQuady, Downtown Housing Fund.
6. A. Donworth, Lexington Public Library.
7. R. Quillin, Rooster Brewing.

B. Managed Property Improvement Grant Program.

1. Worked with S. Ebbitt, Bluegrass Tavern, on project scope and Courthouse Overlay application.
2. Met with D. Harrison and CJ Hoben, Country Boy Brewing.
3. Met with P. Suiter, Republic Bank, and N. Lagagsor, Buddha Lounge, about a new project at 107 Short St.

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

A. Instructed K. Moore, DLP intern in creating inventory of downtown properties.

B. Documented new project pipeline.

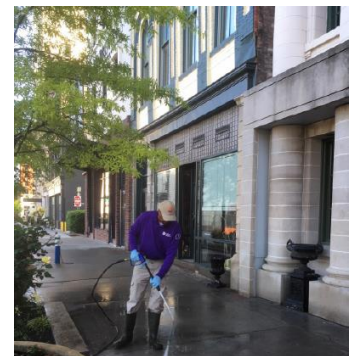
1. Updated Project Tracking Document.
2. Updated Business Open/Close tracking sheet.
3. Created a development map.

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. 1,328 pounds of debris and trash collected.
2. 85 Graffiti sites removed/painted over.
3. 34 Customer contacts.
4. 2 Business contacts.
5. 14 Panhandling.
6. 6 Sidewalk drains cleared.
7. 3 Requests for police.
8. 3 Motorist assists.
9. 154 Block of Weed Abatement.
10. 16 Power Washing Hours.





- B. Spring cleanup.
 - 1. Water Company continued to update painting on their hydrants.
 - 2. Lexpark began making with garage improvements at DLP's request.

II. Improve Safety and Perceptions of Safety

- A. Contacted K. Tucker, SP+, about parking lot safety and the lot ambassador program.
- B. Met with K. Tucker, SP+; G. Means, Lexpark; D. Warren, BBB, to discuss the launch of the second chance employment program, necessary MOA's, and logistics.

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

- A. Provided articles to S. Thompson, Metropolitan Planning Organization regarding bike share and e-scooter programs.
- B. Attended the Lexington Parking Authority board meeting.



IV. Improve Beautification, Public Spaces and Placemaking.

- A. Met with E. Downey, Alltech to discuss a potential art installation Downtown.
- B. Met with R. Radtke, UK School of Design, about public space project on Limestone.
- C. Supported Inclusive City Building project event at Phoenix Park led by J. Pitter and Blue Grass Community Foundation:
 - 1. Participated in conference call with J. Pitter, consultant; N. Davis, Library; S. Fitzpatrick, BGCF; J. Wuorenmaa, LFUCG.
 - 2. Assisted with volunteer recruitment for Inclusive City Building Event.
 - 3. Funded snacks for the Inclusive City Building Event.
 - 4. Secured vacant retail window to display the results of the City Building event.
- D. Met with Mary Kate Gray, Austin Hughes, and Emily Elliott, with Lextran, to discuss continuing the momentum from past improvements at the transit center.
- E. Provided information on outdoor dining application to M. Fichtner, Carson's.
- F. Met with N. Zamarron, LexArts, and K. Savage, Arts Connect, about implementing the electric box art program, the new LFUCG guidelines, and the presentation to Corridors Commission.
- G. Discussed the mural program and updates to the Transit Center mural with J. Winters, PRHBTN.
- H. Supported Town Branch Commons and Park.
 - 1. Town Branch Park.
 - Attended news conference.
 - Participated in inclusion planning workshop.

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

- A. Coordinated building light ups in red for Special Olympics 50th anniversary.



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. Hosted Brand Development Project kick-off reception attended by more than XX.
2. Recruited members of the steering committee and hosted the first meeting.
3. Hosted focus group meetings with more than 40 people attending:
 - Merchants.
 - Economic Development.
 - Tourism/Attractions/Venues.
 - Living.

B. Smiley Pete meeting

C. Implemented social media and e-marketing.

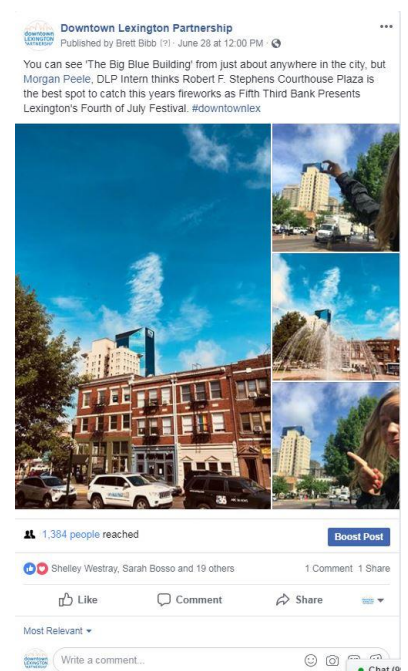
1. Sent eight electronic newsletters to mailing list of more than three thousand people that featured over 90 member events or news items.
2. Social Media
 - 9,077 visits to the Downtown Lexington Partnership website.
 - 42 posts on Facebook, 53,119 reached, and increased to 685 likes.
 - 14 Tweets, 14,500 reached, and lost to 60 followers on Twitter.
 - 10 posts on Instagram, 355 likes, and reached 7,372 people.

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 (CBTNL).

1. Produced four successful CBTNLive events with attendance averaging 2,000 per night.
2. Recorded \$26,644 in beverage sales.
3. Donated \$2,664 to participating non-profits including:
 - Central Christian Child Care Center.
 - Friends of the Lexington Public Library.
 - Big Brothers Big Sisters of the Bluegrass.
 - Lady Veterans Connect.
4. Held our third and final non-profit volunteer training, attending were representatives from the following:
 - Blue Grass Trust for Historic Preservation.
 - Kentucky Equine Humane Center.
 - Citizens Police Academy Alumni Association.
 - Lexington Humane Society.
 - United Way of the Bluegrass.

Social Media Promotions.



E-newsletter promotions.





- Lexington Montessori School.
 - Carin for Nurses.
 - Lexington Lions Club.
5. Met with the Nest individually for CBTNL training.
- L. Everett, Early Childhood Educator and Special Event Coordinator.
- B. Fourth of July Festival.
1. Produced six successful, safe events including: Great American Pie Contest & Ice Cream Social, Patriotic Concert, Downtown Street Festival, Parade, July Fourth Live! and Fireworks Display. Assisted Parks & Recreation staff with Bluegrass 10,000 foot race.
- Recruited 42 pie contest participants.
 - Developed new partnership with the Lexington Philharmonic Orchestra and Global Creative Communications (Dr. Everett McCorvey and Gregory Turay) to rotate every year.
 - Recruited 69 vendors for the street festival.
 - Provided 14 live entertainment performances during the Street Festival.
 - Fourth of July Live featured a performance by Lauren Mink Band at the Fifth Bank Pavilion from 7:00 p.m.-9:30 p.m.
 - Recruited 63 parade entries.
 - Launched fireworks display from a Downtown building for the first time since 1985.
 - Improved VIP areas for Patriotic Concert and firework display
 - The festival featured 29 concessions vendors (including 11 brick & mortar business from Downtown/Chevy Chase/Distillery district).
 - There were 40 “general” vendors (arts/crafts, political, commercial, etc.)
2. Promoted ways to “beat the heat” on WKTY through an onsite interview and a studio interview
- C. Triangle Park.
1. Final fire inspection was completed followed by passing building inspection for liquor license purposes.
 2. Obtained state and local liquor license approval.
 3. Continued to negotiate lease terms with prospective tenant.
 4. Worked with Lynn Imaging to create a new sign for the Triangle park Café.
 - S.Dixon, Monster Color
 - H. Kindred, Monster Color
- D. Fountain Films on Friday





1. Hosted event attended by more than 500 participants.
2. Hosted 2 films including Liar Liar and National Lampoons Christmas Vacation.
3. Hosted sponsor Don Jacobs Honda, BMW, VW, Used Cars
4. Improved overall logistics for films by purchasing a new hand truck for the screen and equipment.

III. Support and promote other Downtown events and improve programming in public spaces.

- A. Met with M. Childers, E. Downey and L. Smith Alltech staff regarding 2019 One Conference.
- 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. Met with M. Moloney, Transylvania University to discuss Pumpkinmania and additional programming.

IV. Downtown events operations.

- A. Promoted Downtown events on Cumulus Radio (NewsTalk590 & ZRock103.3) show hosted by J. Pattie and T. Longo.
- B. Met L. Houlihan, Mayor's Office to discuss Downtown events.
- C. Met with R. Shepard and KuizFun app creator to assess fundraising opportunity during events

V. Grow and activate DLP membership.

- A. Set date and time for second Membership Meet & Greet of 2018.
 1. Created newly implemented event registration tool using Constant Contact.
 2. Created social media marketing plan.
 3. Set goals of selling over 50 tickets and giving away 7 pairs to board and partners.
 4. Followed up with J. Waitkus, Lexington Legends to gather feedback on the event.
 5. Meet with K. Frizzell, DLP to assess event processes and structure.
- B. Visited or contacted the following member establishments to ensure member retention and inform them about the transition of Membership Coordinator.
 1. Champion Windows.
 2. GleanKY.
 3. GreenBox.
 4. Local First Lexington.
 5. No Lines Tanning Company, LLC.
 6. Paris Animal Welfare Society.
 7. R.J. Corman Railroad Group.
 8. Sorella Gelateria.
 9. Surgery on Sunday.



- C. Continued to plan 2019 membership program.
- D. Developed new membership report for the month of May.
 - 1. 353 total members in the month of May.
 - 2. 12 dropped members in January.
 - 3. 3 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. Developed accurate Membership vs. Sponsorship revenue breakdown charts.
- 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.

VI. Grow DLP sponsorships.

- A. Secured \$96,750 in stakeholder dollars to date.
- B. Met with following sponsors to discuss renewing their sponsorship:
 - 1. V. Davis, Fazoli's.
 - 2. K. Eads and A. Dement, Cardinal Hill Rehabilitation Hospital.
 - 3. S. Tran and T. Williamson, MetroNet.
 - 4. S. Cooper, Hilton Downtown/Lexington.
 - 5. M. Hinkel, CMTA.
- C. Contacted the following companies about renewing their sponsorship or becoming a sponsor.
 - 1. L. Schaad, Metro PCS.
 - 2. C. Whelan, Kentucky Utilities Company.
 - 3. R. Thompson, RW Thompson Landscaping.
 - 4. S. Pfister, Subway.
 - 5. M. Sword, Central Baptist.
 - 6. V. Carlucci, Skybar.
 - 7. S. Lancho, KY American Water.
 - 8. H. Wilson, G&J Pepsi.
 - 9. D. Jones, Soundbar.
 - 10. B. Reinhold, Bluegrass Sotheby's.
 - 11. C. Bradley, BMW.

YP Logo
LCC Photos

VII. **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.

II. Build and manage strong partnerships to improve Downtown

- A. Supported DLMD and strengthened the partnership:
1. Met with DLMD Request For Proposals (RFP) committee and began to develop partnership and DLMD FY 2019 budget draft.
 2. Mailed packets with booklets of the Economic Impact Study, Survey, a return postcard, and letter to all DLMD property owners.

IV. Network and support collaborating organizations

- A. Met with Paris (KY) Young Professionals Association to discuss strategies for producing TNL-style events.
1. M. Campbell, KY Farm Bureau
 2. A. McFarland, Kentucky Bank
 3. D. Hamelback, Paris-Bourbon Co. Tourism Department
- B. Gave presentation on Downtown to Lexington Housing Authority board.
- C. Attended:
1. Lexington convention Center groundbreaking ceremony.
- D. Met with:
1. B. Quick, Commerce Lex.

V. Financial and Office Management:

- A. Sent Purchase of Service Agreement (PSA) report for the final Downtown Development Authority (DDA) Lexington Fayette Urban County Government (LFUCG) payment.
- B. Sent PSA for the final Downtown Lexington Corporation LFUCG Payment.
- C. Provided information to B. Allen, Bank, Bluegrass, for reporting on the Housing Fund to D. Condra, US Bank.
- D. Processed DDA filings with Kentucky League of Cities and Equifax.
- E. Worked with Property Valuation Administrator's office on property values to help determine future assessments.
- F. Began building master database of property owners.
- G. Prepared monthly financial reports.
- H. Processed invoices and checks.
- I. Coordinated payroll.
- J. Imported new chart of accounts into QuickBooks.
- K. Researched membership database software.



VI. Personnel and Human Resource Management:

- A. Audited HR files and began obtaining missing information from staff.
- B. Planted flowers in front of Downtown Lexington Partnership (DLP) office.