



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.



March 2018 Activity Report

March was a very important month for DLP as we made significant progress in charting our future. On March 21st, we hosted a joint board retreat with **Downtown Lexington Management District (DLMD)**. Following the retreat, the **Downtown Lexington Advisory Board** reviewed the work done by DLP and DLMD and offered their input at a luncheon. Later that evening, DLP hosted an open house for the members, stakeholders, collaborating organizations and the general public to also provide input. In total, more than **250 people** reviewed market research and provided feedback on our proposed plans and priorities. This feedback will be used to develop a **Three Year Strategic Plan** and **One-Year Work Plan** to be launched in July.

DLP also made progress on retaining an ad agency to develop a new brand, website, social media tools and strategic marketing plan. After interviewing three firms, DLP hired Fieldtrip to lead the process that will kick-off in May. DLP also posted an open position for a Finance and Office Manager and will look to make the hire before the end of April. Look for more planning and positive results coming in April!

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. Continued Short St. planning and developed draft concepts and budget for phased implementation.
- B. Corresponded with S. Kelly and LFUCG regarding Opportunity Zone questions.

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

- A. Began Property Improvement Grant Program
 - 1. Met individually with business owners to discuss the grant:
 - A. Lanza, Centro.
 - S. Ebbitt, Bluegrass Tavern.
 - K. Clark, Ruddy Duck.
- B. Worked with M. Fichter, Carson's on the process for outdoor café tables.



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

- A. Conduct Economic Impact Study.
 - 1. Developed economic impact presentations with T. P. Miller and Assoc.
- B. Documented new project pipeline.
 - 1. Updated Project Tracking Document.
 - 2. Mapped announced, underway, and complete projects.
- C. Created a business opening and closing tracking sheet.
 - 1. Updated tracking sheet.
- D. Created a developer contact sheet.

IV. Support residential development and attract new residents.

- A. Met with or provided information to the following:
- B. P. Holoubek, Lexington Real Estate Company (LRC) about LRC projects.
- C. K. Smith, Community Ventures.

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. 976 pounds of debris and trash collected.
 - 2. 61 Graffiti sites removed/painted over.
 - 3. 32 Customer contacts.
 - 4. 5 Business contacts.
 - 5. 15 Panhandling.
 - 6. 12 Sidewalk drains cleared.
 - 7. 1 Requests for police.
 - 8. 12 Motorist assists.
 - 9. 1 Block of Weed Abatement.
- B. Began planning for spring cleanup.
 - 1. Held planning meeting with:





- D. Hoskins-Squire, Commissioner of Environmental Quality and Public Works.
 - M. Conrad, Director of Parks and Recreation.
 - E. Chaney, Parks and Recreation.
 - C. Mobley, Parks and Recreation.
 - S. Plueger, Environmental Quality.
 - R. Allen, Streets and Roads.
 - J. Neal, Traffic Engineering.
2. Evaluated sidewalk conditions of first downtown zone for cleanup.
 3. Corresponded with fire department and water company to establish process for painting hydrants.
- C. Met with City of Lexington to review preferred downtown trash containers for replacing existing and broken containers.

II. Improve Safety and Perceptions of Safety

- A. Developed second chance employment program for parking lot attendants, to be launched in May.
1. Met with G. Means, Lex Park and K. Tucker, SP+ to discuss private lots, improvements and the program.
 2. Hosted meeting with J. Koch and D. Warren, Block by Block, G. Means, Lex Park and K. Tucker, SP+ to discuss implementation details.
 3. Reviewed grant contract with Office of Homelessness Prevention and Intervention to support the program.
- B. Met with LPD's M. Wright, new downtown area commander, to discuss downtown issues, DLP programs, and coordination moving forward.
- C. Began working to develop and implement Downtown lighting plan Met with

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

- A. Participated in the bike share steering committee.
1. Coordinated MOU review with M. Flowers, University of Kentucky, R. Transylvania University and W. Cowan, Bluegrass Community Technical College.
 2. Worked with S. Thompson, City of Lexington and M. Ramer, Visit Lex to work through City of Lexington approval process.
- B. Met with D. Webb, Webb Company and M. Ramer, Visit Lex to discuss pedway improvement project.

IV. Improve Beautification, Public Spaces and Placemaking

- A. Attended meeting hosted by S. Hamilton, City of Lexington and staff on improvement project to Fifth Third Pavilion.
- B. Met with R. Radtke and UK School of Design students to give feedback on public space project for S. Limestone.
- C. Met with A. Donworth regarding Phoenix Forward 2018 and possible DLP funding support.
- D. Supported Town Branch Commons and Park.
1. Participated in the Town Branch Commons Advisory Committee.
 2. Attended Town Branch Park launch meeting.





- E. Improve Downtown parks in concert with City and other stakeholders.
 - 1. Met with M. Cordle potential vendor for the Triangle Park Café
 - 2. Met with M. Ramer, Visit Lex to discuss student tourism ambassador program.

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 market research.
 - 1. Finalized presentation and presented perception survey results to staff and board.
 - 2. Developed and finalized Thomas P. Miller Downtown Impact Study presentation for DLP/DLMD Board Retreat.
- B. Initiated process to select ad agency to develop Downtown brand, new website, social media tools and strategic marketing plan.
 - 1. Received six proposals.
 - 2. Interviewed three agencies.
 - 3. Sent follow-up questions to interviewed agencies.
 - 4. Contacted references.

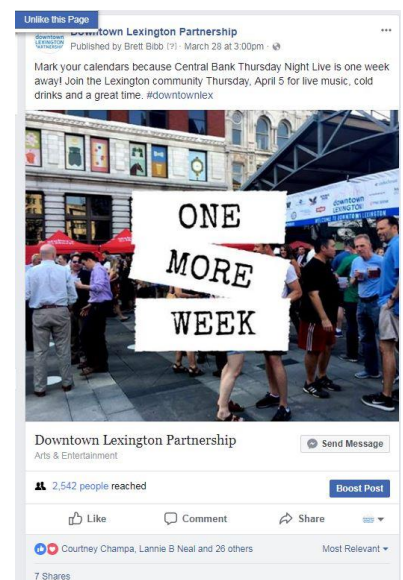
Implemented social media and e-marketing.

- 5. Sent nine electronic newsletters to mailing list of more than three thousand people that featured over 90 member events or news items.
- 6. Social Media
 - 1,395 visits to the Downtown Lexington Partnership website.
 - 27 posts on Facebook, 44,339 reached, and increased to 464 likes.
 - 15 Tweets, 16,375 reached, and generated to 53 new followers on Twitter.
 - 16 posts on Instagram, 643 likes, and reached 12,582 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.
 - 1. Met with Division of Police to discuss event operations.
 - a. H. Florence, Div. of Police.
 - 2. Spoke with Beverage Distributors to order product.
 - a. K. Gray, Kentucky Eagle Inc.
 - b. M. Nickoson, Clark Distributing.
 - 3. Created and processed band contracts
 - 4. Held our first CBTNL NPO training session with:

Conducted Electronic Marketing



Social Media Promotions.





- a) A. Wagner, Dress for Success Lexington.
 - b) A. Smallwood, AVOL.
 - c) A. Hill, GOTR.
 - d) K. Stevenson, Child Care Center of KY.
 - e) L. Howard, Lexington Habitat for Humanity.
 - f) C. Kinser, Teach for America.
 - g) K. Evans, Community Action Council.
 - h) E. Levy, The Well of Lexington.
 - i) K. Johnson, Rotary.
- B. Mayfest Arts Fair.
- 1. Mailed Acceptance/Denial notifications to 75 vendors.
- C. Fourth of July Festival.
- 1. Coordinated Fireworks Press Conference.
 - a. Mayor J. Gray, City of Lexington.
 - b. S. Grossman, DLP Board Chairman.
 - c. M. Ash, Fifth Third Bank.
 - d. D. Webb, The Webb Companies.
- D. Lexington Fest of Ales.
- 1. Attended a similar event produced by a DLP Member (Tails and Ales/Lexington Humane Society) to learn processes and connect with vendors/other DLP members
- E. Triangle Park.
- 1. Held Lunch meeting to explore potential Triangle Park Café vendor.
 - a. M. Cortle.
- F. Bike Lexington
- 1. Held a coffee meeting to brainstorm Bike Lexington Sponsorship/Marketing ideas.
 - a. J. Allen, Republic Bank
 - b. M. Sadofsky, Republic Bank
 - c. K. Stein, LM Communications
- 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 Emerge Conference.
- 1. Premiere young professionals conference focused on community engagement and professional development.
 - 2. Over 400 young professionals from the Central Kentucky area attended.
- C. Met with K. Savage, Arts Connect to discuss DLP/DLMD Paint The Town Sponsorship.
- IV. Grow and activate DLP membership.**
- A. Evaluated the first DLP Meet and Greet of the year.
- 1. Assessed newly implemented event registration tool using Constant Contact.
 - 1. Attracted over 100 RSVPs, more than double our previous average.
 - 2. Provided us with streamlined access to head count numbers and ease to follow up with non-responders.





2. Followed up with M. Grey, Distilled to gather feedback on the event.
3. Meet with K. Frizzell, DLP to assess event processes and structure.
- B. Visited/Called the following member establishment to ensure member retention, and inform them about the transition of Membership Coordinator.
 1. Sweet Blessings.
 2. LIFT Fitness and Wellness.
 3. Good Foods Co-Op.
 4. Metro Max Realty.
 5. Haymaker Bean Commercial Real Estate.
 6. Cumulus Media.
 7. Hurst Business Supply.
 8. 21c Museum/Hotel.
 9. Tony's Steakhouse.
- 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.
 1. 3 members dropped because their business is now closed.
- 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. Created a service based membership breakdown dataset that includes revenue by member service.
- I. 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.
- 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. Gretchen Gruenberg, Big Ass Solutions.
 6. Mya Price.
 7. Quisha Ray, Toyota.
 8. Jacob Walbourn, McBrayer.
 9. Salvador Sanchez, Cup of Commonwealth.
 10. Tyler White, Friends of Coal.
 11. Andrew Miller, Forcht Bank.
 12. Erica Downey, Alltech.

**Supported Young Leaders
Conference!**



V. Grow DLP sponsorships.



- A. Met with following Stakeholder Member to discuss renewing their membership:
 - 1. C. Hellyer, 10th Planet.
- B. \$96,750 confirmed stakeholder dollars.
- C. Met with following sponsors to discuss renewing their sponsorship:
 - 1. H. Wilson, Pepsi.
 - 2. D. Verhalen, Alliance Financial.
 - 3. P. Weiss, E. Downey, Alltech.
 - 4. S. Kaelin, Hartland.
- D. Contacted the following sponsors and prospective sponsors about renewing their sponsorship or becoming a sponsor.
 - 1. S. Bork, Summit.
 - 2. M.C. White, Red Mile.
 - 3. T. Tolliver, Hops2Go.
 - 4. L.A., Burke-Schaad, Metro- PCS.
 - 5. B. Dunnigan, Dinsmore.
 - 6. C. Marrillia, Keeneland.
 - 7. O. Jancinelli, Windstream.
 - 8. L. Smith, Columbia Gas.
 - 9. P. VanRooen, HDR Engineering.
 - 10. R. Walker, Tetra Tech.
 - 11. T. Skaggs, Central Kentucky Hauling.
 - 12. S. Schuldt, Zipie.
 - 13. B. Gorton, Stites & Harbison.
 - 14. A. Lanier, Scheller's Fitness Cycling.
 - 15. M. Collier, Frank Shoop.
 - 16. H. Simms, UK Alumni.
 - 17. R. Bartley, MetroNet.
 - 18. K. Woods, Field & Main.
 - 19. S. Guinn, Transy.
 - 20. R. Friday, Herald Leader.
 - 21. T. Brittingham, Louie's Wine Dive.
 - 22. G. Taylor, SafetyKleen.



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. Hosted joint DLP and Downtown Lexington Management District (DLMD) Board Retreat attended by 25, DLP Advisory Board Lunch attended by 20 and Open House attended by 200+.



- Developed market research presentation.
 - Set-up room.
 - Arranged catering.
 - Printed sheets with priorities
 - Purchased necessary supplies.
 - Arranged sponsorships.
 - Promoted event.
 - Led stakeholders process.
 - Documented results and input.
2. Planned additional engagement meetings to obtain input on plans.
- B. Met with the following Downtown stakeholders to get their observations of downtown and issues to address:
1. R. Shepherd, shepherd Consulting.
- C. Staff Management
1. Conducted weekly staff meetings.
- II. Build and manage strong partnerships to improve Downtown**
- A. Supported DLMD and strengthened the partnership:
1. Mailed letter with Economic Improvement Plan (EIP) and budget to all DLMD property owners.
 2. Updated DLMD site with EIP, budget, and new management contract information.
 3. Planned and hosted March board meeting.
 - Prepared financial statements and minutes.
 - Sent email reminders and board packets.
 - Provided updates.
- V. Network and support collaborating organizations**
- A. Met with:
- R. Shepherd, Shepherd consulting.
- B. Attended:
1. Attended the Southeast Placemaking Conference in Chattanooga and presented downtown Lexington projects with L. Adkins, BGCF.
- VI. Financial and Office Management:**
- A. Prepared monthly financial reports.
 - B. Processed invoices and checks.
 - C. Coordinated payroll.
- VII. Personnel and Human Resource Management:**
- A. Posted open position for Finance and Office Manager.
 - B. Reviewed health insurance plans and selected updated plan.