



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.

May 2018 Activity Report

Downtown really starts to come to life in May with event season kicking into high gear. In May, DLP hosted the two-day **Mayfest Arts Fair** in Gratz Park and Transy which attracted more than 20,000 people. With the warm weather people also start to come to **Triangle Park** as a quiet respite in the heart of Downtown. Soon more activity will take place in Triangle Park. Look a new café operator to open in July and for there to be more programming.

Mayfest Picture

Triangle Park Picture

DLP continues to work in partnership with **Downtown Lexington Management District (DLP/DLMD)**. On two projects. The first project is to improve destination marketing. DLP/DLMD retained Fieldtrip creative agency to develop a new **Downtown brand and improve our website and social media tools**. We will be launching the process in June and look to gather input from stakeholders and customers through public meetings and focus groups.

DLP/DLMD have also partnered to create a business support program in the form of a **Property Improvement Grant Program**. Downtown businesses and property owners can apply to receive up to **\$10,000 rebate grant** to improve the exterior façade or sidewalk care. The first application has already been submitted. Contact DLP for more information.

Property improvement grants



**DOWNTOWN
LEXINGTON
MANAGEMENT
DISTRICT**

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 M. Ramer, VisitLex to discuss downtown wayfinding system and updates to the signs.
- B. Met with J. Duncan, Director of Planning, to discuss code enforcement, development processes, and downtown coordination.
- C. Met with K. Yan about property improvement grants and city approval processes in Courthouse Overlay District.



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

- A. Began Property Improvement Grant Program.
 - 1. Worked with S. Ebbitt, Bluegrass Tavern, on project scope and Courthouse Overlay application.
- B. Met with N. Ebbitt to tour redeveloped Commonwealth Building, learn about available space and project.

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

- A. Video call with C. Craig, MySidewalk, to discuss data tracking software for Downtown.
- B. Met with new intern K. Moore, WKU student and UK Healthcare employee, about fulfilling volunteer hours at DLP by conducting a business census of Downtown. Developed scope of work for her professor's approval.
- C. Conduct Economic Impact Study.
 - 1. Finalized presentations with T. P. Miller and Assoc.
 - 2. Presented the impact study and survey to the boards.
 - 3. Created a draft report mailer of the presentation.
- D. Documented new project pipeline.
 - 1. Updated Project Tracking Document.
- E. Created a business opening and closing tracking sheet.
 - 1. Updated tracking sheet.
- F. Updated developer contact sheet.

IV. Support residential development and attract new residents.

- A. Met with or provided information to the following:
 - 1. P. Holoubek, Lexington Real Estate Company (LRC) about LRC projects.
 - 2. 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. 988 pounds of debris and trash collected.
 - 2. 41 Graffiti sites removed/painted over.
 - 3. 49 Customer contacts.
 - 4. 4 Business contacts.





5. 26 Panhandling.
 6. 7 Sidewalk drains cleared.
 7. 1 Requests for police.
 8. 17 Motorist assists.
 9. 77 Block of Weed Abatement.
 10. 12 Power Washing Hours.
- B. Began spring cleanup.
1. Developed detailed report of clean up items in the first district.

II. Improve Safety and Perceptions of Safety

- A. Developed second chance employment program for parking lot attendants this summer.
- B. Assisted DLMD with adding two bike safety ambassadors.

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

- A. Participated in the bike share steering committee.
 1. Facilitated process to begin Spin pilot program.
- B. Met with S. Grossman, DLP and M. Ramer, Visit Lex to discuss pedway improvement project.



IV. Improve Beautification, Public Spaces and Placemaking.

- A. Participated in the American in Bloom conference planning committee.
- B. Met with K. Gohde and K. Todorova, Unlearn Fear + Hate, about a property improvement grant for a large scale art project.
- C. Conference call with J. Winters, PRHBTN, about mural projects Downtown.
- D. Formed a lighting committee to work on lighting improvement projects Downtown.
 1. Met with N. Zamarron, B. Fortune, J. Reybarreau, S. Sanchez for first meeting and to discuss roles of the committee, others that need included, and potential projects.
- E. Met with N. Zamarron and N. Plummer, LexArts, K. Savage, Arts Connect to discuss an electric box art program.
- F. Supported Town Branch Commons and Park.
 1. Participated in the Town Branch Commons Advisory Committee.
 2. Attended Town Branch Park meeting.
- G. Improve Downtown parks in concert with City and other stakeholders.
 1. 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. Develop new Downtown brand, website, social media tools and strategic marketing plan.
 1. Met Fieldtrip creative agency and began developing brand mapping and platform.

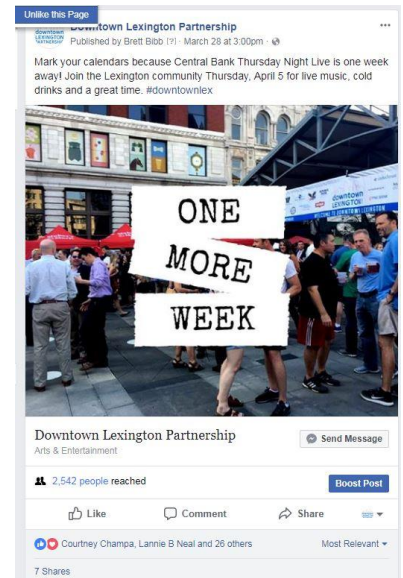


2. Developed engagement schedule including kick-off reception, steering committee and focus group meetings.
- B. Implemented social media and e-marketing.
1. Sent nine electronic newsletters to mailing list of more than three thousand people that featured over 90 member events or news items.
 2. Social Media
 - 11,200 visits to the Downtown Lexington Partnership website.
 - 36 posts on Facebook, 29,165 reached, and increased to 308 likes.
 - 14 Tweets, 13,400 reached, and generated to 12 new followers on Twitter.
 - 15 posts on Instagram, 257 likes, and reached 8,149 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 five successful CBTNLEvents with attendance averaging 3,500 per night.
 2. Recorded over \$35,000 in beverage sales & tips.
 3. Donated \$3,633 to 5 non-profits including:
 - Lexington Habitat for Humanity
 - Teach for America
 - Rotary of Lexington
 - Community Action Council
 - The Well of Lexington
 4. Held our second CBTNLE non-profit organization training session with:
 - L. Estill, Local First Lexington.
 - Hamilton, International Book Project.
 - M. Laughlin, Kentucky Cystic Fibrosis.
 - K. Crawford, Altrusa International.
 - Wright, Central Christian Child Care Development Center.
 - L. Meister, Friends of the Lexington Public Library.
 - Ooten, Big Brothers Big Sisters of the Bluegrass.
 - P. Abbot, Lady Veterans Connect.
- B. Mayfest Arts Fair: produced a successful two-day event with attendance estimated at 20,000:
1. 80 recruited vendors generating over \$15,000 in vendor fees
 2. Sold \$ in beverages.

Conducted Electronic Marketing



Social Media Promotions.





3. Partnered with Sisohpromatem Art Foundation to provide free children's crafts & face painting.
 4. Retained 12 musician to play 14 hours.
- C. Fourth of July Festival.
1. Met with Lt. D. Pape, Lexington Police Department and L. Houlihan, Mayor's Office discuss fireworks fallout zone.
 2. Continued planning parade enhancements.
 3. Held roof site visit for satellite carriers.
 - L. Farnsworth, DLP.
 - Z. Murray, QX.Net.
 - T. Klusman, Zambelli.
 - J. Codispoti, Zambelli.
 - J. Bryant, Fayette County Sheriff Department.
 - M. Corona, LM Communications.
- D. Triangle Park.
1. Held RFP Interviews for Triangle Park Café operator:
 - R. Hargons, The Jerk.
 - S. Cordle, Off the Grid Café.
 - B. Gibson, Salsaritas.
 - J. Scaglione, The Legends.
 2. Met with J. Hatton, Lexington Convention Center to discuss new partnership in regards to programming Triangle Park.
 3. Continued to make improvements to café in order to obtain certificate of occupancy and to prepare café for new tenant:
 - Changed café locks.
 - Turned gas service on.
 - Retained S. Cunningham, Home Team Inspection Service to inspect café.
 - Met with J. Underwood, Monster color, to review sign options.
 - Retained D. Christian, Christian Electric Plus to inspect electric system and make repairs.
 - Met Allstate Heating and Air to inspect HVAC .
 - Scheduled Jani King to do a comprehensive cleaning of the café.
 - Retained B. Hoffman, Appliance King inspect ice machine clean and make repairs if needed.
- E. Bike Lexington Family Fun Ride
1. Presented Family Fun Ride event to BPAC committee members, S. Thompson, Lexington Area MPO and J. Goyner, Owner Broom Wagon.
 2. Held conference call with V. Sparr, BMX Top Team Performance and S. Allen, Pedal Power group to discuss event logistics.
 3. Conducted site visit with:
 - R. Melton, Meridian to review electric layout for event.
 - J. Goyer, Owner Broom Wagon to plan Bike Polo Logistics.
 4. Promoted event:
 - Filmed Bike Lexington Social Media Spot.





- Attended WKYT Noon Show

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

- A. Promoted Downtown events on weekly radio shows:
 1. Cumulus Radio (NewsTalk590 & ZRock103.3) show hosted by J. Pattie and T. Longo.
 2. Trivial Thursdays WRFL radio hosted by M. Jeffries.
- B. Produced Alltech ONE Conference Wrap-Up Concert.
- C. Promoted the Book Benches project and attended the unveiling reception.

IV. 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/Called the following member establishment to ensure member retention, and inform them about the transition of Membership Coordinator.
 1. SALA Studio
 2. Sweet Blessings
 3. The Salsa Center
 4. Haymaker Ben Commercial Real Estate
 5. AMR Management Services
 6. Be Medispa
 7. Bluegrass Land Conservancy
 8. Bourbon n' Toulouse
 9. Daily Offerings Coffee Roastery
 10. Geddes Pool Company, Inc.
 11. Lexington Ballet Company, (The)
 12. Mi Pequena Hacienda
 13. Old National Bank
 14. Pies & Pints
 15. Proof Fitness
 16. Saul Good Restaurant & Pub
 17. Sherman Carter Barnhart Architects
 18. Spatz Gelato
- C. Continued to plan 2019 membership program.
- D. Developed new membership report for the month of April.
 1. 364 total members in the month of April.
 2. 5 dropped members in April.
 1. 1 members renewed after the drop deadline.
 2. 4 new members.
- 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.

V. Grow DLP sponsorships.

- A. Confirmed \$96,750 in stakeholder dollars.
- B. Met with following sponsors to discuss renewing their sponsorship:
 1. S. Tran, MetroNet.
 2. G. Stacy, Herald Leader.
 3. L. Cabral, T-Mobile.
 4. H. Sims, UK Alumni
 5. Z. Glover, Fifth Third Bank
 6. J. Elsea, the Casual Pint
- C. Secured new TNL and Fountain Film Sponsorships.
- D. Contacted the following sponsors and prospective sponsors about renewing their sponsorship or becoming a sponsor.
 1. L. Burke-Schaad, MetroPCS
 2. G. Borden, VisitLEX
 3. E. Bagby, McBrayer
 4. B. Morgan, Pivot Brewing
 5. T. Simpson, The League.

VI. Make Downtown, events and programming more inclusive.

- A. Met with J. Smith, District 1 LFUCG City Council D. Thomas and R. Allen to discuss ways to be more inclusive in DLP events and attract more diverse groups.
- B. Began developing Historical Snapshot programming.

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. Continued to engage stakeholders in developing a DLP/DLMD joint Three Year Strategic Plan.
 2. Convened May Board Meeting.
 - Posted notice.
 - Developed and sent board packet.
- B. Staff Management
 1. Conducted weekly staff meetings.
 2. Continued to orient E. Watson, Finance and Office Manager.



Pictures



II. Build and manage strong partnerships to improve Downtown

- A. Supported DLMD and strengthened the partnership:
- B. Began briefing DLMD board members on three Year Strategic Plan in preparation for June board meeting.
- C. Sent DLMD board packet and reminder.

V. Network and support collaborating organizations

- A. Participated in the Commerce Lex trip to Boise, ID:
- B. Met with:
 - B. Quick and G. Greathouse, Commerce Lex.
 - L. Deaton, Central Bank.

VI. Financial and Office Management:

- A. Made Purchase Service Agreement presentation to LFUCG Council budget link committee.
- B. Working Prepared monthly financial reports.
- C. Processed invoices and checks.
- D. Coordinated payroll.
- E. Completed 2017 financial audit.
- F. Ordered office furniture from Hurst.
- G. Began managing DLMD financials.
- H. Closed remaining bank accounts to complete transition to Central Bank.

VII. Personnel and Human Resource Management:

- A. Set up employee retirement accounts.
- B. Hired 6 new interns for the course of the summer.
 - 1. Hosted intern orientation training and laid out intern schedules.
 - 2. Created an intern Gmail account.