



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.

September 2018 Activity Report

Downtown Lexington Partnership has been doing additional programming in **Triangle Park** like “Winsdays” lunch breaks as part of their new partnership with Triangle Foundation. To support new programming and bring consistent Triangle Park café operations, DLP leased the café to Lexington Legends who will operate **Big L’s Gourmet Hotdogs** in the café and provide additional year-round programming.

Lexington hosted the **American In Bloom** conference in September and Downtown was a particular focus for attendees as they participated in walking tours and were encouraged to dine and play Downtown. DLP worked with **DLMD ambassadors** to do a thorough cleaning of the walking tour route as well as providing ambassadors to greet those who took the walking tour. The cleanliness of Downtown and friendliness of the ambassadors helped Lexington garner a standing ovation at the conclusion of the conference.

DLP created a **Downtown Merchants Association** in September and began meeting with street level retail, restaurant, nightlife businesses and entertainment venues. The goal is to organize and collaborate to help drive customers Downtown. Stay tuned for exciting holiday promotional program the group will be implementing in December!

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 C. Woodall and Jim Duncan, City Department of Planning, to discuss the Comprehensive Plan and DLP involvement.

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

- A. Met with K. Nonn, NOLI CDC, about North Limestone businesses and issues.
- B. Met with, contracted or provided information to prospects interested in development, expansion or opening a new business:
1. D. Laurenvil, Frida's Cafe.
 2. C. Guyon, The Pearl.
- C. Managed Property Improvement Grant Program.
1. Grant review committee approved the Pearl, on 133 N. Limestone grant application.
 2. Met on site with Frida's Café and Stella's Deli.

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

- A. Met with G. Greathouse and R. Kaffenburger, Commerce Lex, to discuss data collection and sharing.
- B. Reviewed PBID Program for tracking properties and businesses and began preparing data to use with the system.
- C. Documented new project pipeline.
1. Updated Project Tracking Document.
 2. Updated Business Open/Close tracking sheet.

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

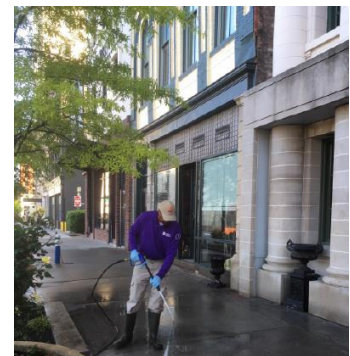
I. Improve Cleanliness and Perceptions of Cleanliness.

- A. Downtown Lexington Management District (DLMD) Ambassador Team tracking. DLMD's four-man cleaning crew recorded the following activity:

1. 762 pounds of debris and trash collected.
2. 112 Graffiti sites removed/painted over.
3. 211 Customer contacts.
4. 2 Business contacts.
5. 21 Panhandling.
6. 7 Sidewalk drains cleared.
7. 3 Requests for police.
8. 9 Motorist assists.
9. 151 Block of Weed Abatement.
10. 13 Power Washing Hours.

- B. Manage the DLMD Ambassador program:

1. T. Sweeney, E. Howard, and K. Frizzell attended the Block by Block annual conference in Louisville.
2. Met with clean up coordination group to discuss roles for upcoming America in Bloom Conference.
 - A. Poe, LFUCG Division Environmental Quality & Public Works





- A. Garrity, LFUCG
 - S. Pleunger, LFUCG
 - M. Conrad, LFUCG Division of Parks and Recreation
3. Walked with D. Warren, DLMD, and reviewed Downtown areas for America in Bloom conference to address needed clean up and improvements.
 4. Met with P. Bourne, Lexington Fayette Urban County Government (LFUCG), about mapping areas of Downtown and the management district.



II. Improve Safety and Perceptions of Safety

- A. Met with J. Orth and H. Florence, Lexington Police, to discuss panhandling, business outreach, and parking lot safety.
- B. Second Chance Employment Program launched.
 1. Met with P. Ruddick, Office of Homeless Prevention to review the second chance program and plan next steps.
 2. Hired 4 employees as ambassadors to provide additional cleaning and safety services. The program will end with 3 hires.

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

- A. Reviewed wayfinding signs for updates to reflect the new visitors center and discussed with M.Q. Ramer, VisitLex.

IV. Improve Beautification, Public Spaces and Placemaking.

- A. Met with A. Hughes and E. Elliott, Lextran, L. Adkins, Community Foundation, about next steps for Transit Center design and programing improvements.
- B. Met with K. Savage, Arts Connect, about a proposed rotating art exhibit in store windows.
- C. Connected Richard Young, Civic Lex/Central Music Academy, with M. Conrad, Director of Parks, for help with the Pianos in Parks project.
- D. Supported Town Branch Commons and Park.
 1. Assisted with promoting the RFQ seeking artists for the National Endowment for the Arts project at Town Branch Park.
- E. Develop Shorts St. design plan:
 1. Worked with J. Carman and E. Hathaway, Carman, to update the Short Street Plan for a near term project that improves parking, loading, café space, lighting, and art.



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.

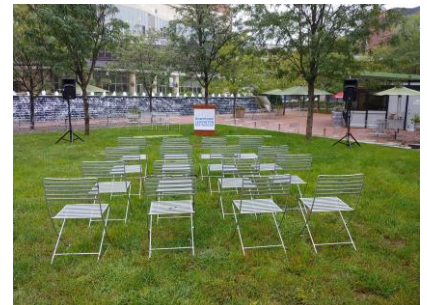
- A. Develop new Downtown brand, website, social media tools and strategic marketing plan.
 1. Provided web copy content.



2. Developed photo shot list for D. Rogers, Dane Rogers Photography.
 3. Provided revisions regarding brand a logo to Fieldtrip.
 4. Presented brand concepts to DLP Advisory Board, Brand Steering Committee and Downtown Merchant Association participants.
- B. Met with the Following Media Outlets to discuss potential partnerships.
1. Eli Mertens, Travel Host of the Bluegrass.
 2. Mary Quinn Raymer, Visit Lex.
- 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
 - 3,679 visits to the Downtown Lexington Partnership website.
 - 25 posts on Facebook, 17,077 reached, and decreased to 159 likes.
 - 14 Tweets, 14,500 reached, and gained 10 followers on Twitter.
 - 6 posts on Instagram, 145 likes, and reached 4,372 people.
- D. Hosted a press conference in Triangle Park to announce that DLP is now programing the park, and announce the opening of Big L's Gourmet Dogs in the Triangle Park Café.
1. Two Media Outlets attended the conference.

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 CBTNL events with attendance averaging 1,000 per night.
 2. Recorded \$6,570.00 in beverage sales.
 3. Donated \$592.00 to 3 participating non-profits including:
 - Lexington Montessori School.
 - The Nest.
 - Carin for Nurses.
- B. Triangle Park.
1. Triangle Park Café sign installed.
 2. Announced Big L's Gourmet Dogs as new operator of Triangle Park Café at September 28, 2018 press conference.
 3. Executed lease with J. Scaglione, Legendary Concessions.
 4. Held two separate park security meeting to help combat the homelessness issues the park faces daily.
 - J. Hatton, Lexington Center
 - D. Herald, Lexington Center
 - H. Florance, LFUCG Division of Police
 - J. Orth, LFUCG Division of Police
 5. Held communication meeting.
 - J. Scaglione, Lexington Legends
 6. Produced 3 Winsday Lunch break events.
 - Provided live music and yard games.





- Ruffled gift cards from local member restaurants to both drive participants and promote membership.
- C. Bike Lexington Family Fun Ride.
1. Met with Lt. K. Metcalf, Lexington Division of Police to explore route for 2019 event.
 2. Applied for Paula Nye Grant.
 - \$2,500 Ask
- III. Support and promote other Downtown events and improve programming in public spaces.**
- A. Promoted Downtown events on Cumulus Radio (NewsTalk590 & ZRock103.3) show hosted by J. Pattie and T. Longo.
- B. Served on Veteran's Day Parade & Festival Committee.
- C. Assisted J. Sheryak, Bourbon Chase in coordinating bourbon tasting logistics.
- D. Met with S. Duvall, The Square and T. Schwegmann, Jeffrey R. Anderson Real Estate to discuss their ideas for winter programming.
- E. Provided guidance in event planning to B. Bibb, Leadership Lexington participant.
- IV. Grow and activate DLP membership.**
- A. Created and hosted several sets of Merchant Association meetings to mobilize street level businesses and entertainment venues.
1. Presented new brand concepts and website mock-ups.
 2. Began organizing Downtown Holiday promotion program.
- B. Visited or contacted the following member establishments to ensure member retention and inform them about the transition of Membership Coordinator.
1. Alfalfa Restaurant
 2. Blue & Co. LLC
 3. Bluegrass Kettle Masters Inc.
 4. Henry Clay's Public House
 5. Republic Parking System
 6. SteinGroup LLC
 7. Sts. Peter & Paul School
 8. Big Blue Pedaler LLC
 9. Bullhorn LLC
 10. Carnegie Center
 11. Child Care Council of Kentucky
 12. Churchill McGee, LLC
 13. Fortune Realty LLC
 14. Gray Construction
 15. Gresham, Smith and Partners
 16. Hilary J. Boone Center
 17. Kentucky Science and Technology Corporation
 18. Ross Tarrant Architects
 19. Stuart Mercer Gentleman's Shoppe
- C. Continued to plan 2019 membership program.
- D. Developed new membership report for the month of October.
1. 325 total members in the month of August.
 2. 2 dropped members in January.



3. 5 members will renew after the drop deadline.
 4. 1 new member.
- E. Updated prospective member list.
- F. Researched and participated in trials of various Customer Relationship Management (CRM) software.
- 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.
- V. Grow DLP sponsorships.
- A. Secured \$96,750 in stakeholder dollars to date.
- B. Secured \$37,500.00 in ice rink sponsorships.
1. Secured G& J Pepsi as the ice rink tent sponsor.
- C. Secured \$23,500.00 for Luminate Lexington.
1. Secured Kentucky Utilities Company as the presenting sponsor of Luminate Lexington.
 2. Secured G&J Pepsi as the presenting sponsor of the Official Tree Lighting Ceremony. This event has never had a presenting sponsor since DLP began managing this event.
 3. Secured Metro by t-Mobile as presenting sponsor of the Christmas Parade.
- D. Met with following sponsors to discuss renewing their sponsorship:
- E. Contacted the following companies about renewing their sponsorship or becoming a sponsor.
1. J. Thayer, Aqua-Tots Swim School.
 2. M.C. White, The Red Mile.
 3. B. Bishop, Windstream.
 4. T. Williamson, MetroNet
 5. M. Sword, Central Baptist.
 6. V. Carlucci, Skybar.
 7. S. Lancho, KY American Water.
 8. S. Payton; E. Marcum, G&J Pepsi.
 9. M. Geertz, Unified Trust Company
 10. C. Whelan, Kentucky Utilities Company.
 11. L.A. Burke-Schaad, Metro by T-Mobile.
 12. R. Thompson, R.W. Thompson Landscaping.
 13. C. Skidmore, WesBanco.
 14. L. Smart, KentuckyOne Health Foundations.
 15. S. Allen, B. Yates, Pedal Power.
 16. A. Hall, Dinsmore.
 17. J. Berg, B. Klaasmeyer; Manrique Group, Inc.
 18. N. Arnold; Arnold Family Dentistry.
 19. T. Pennington, Artek.
 20. D. Jones, Soundbar.





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.

C. Began 2019 planning.

1. Staff entered program information in 2019 plan.
2. Create 2019 Opportunities and Events document
3. Created draft budget for staff to provided additional information.

II. Build and manage strong partnerships to improve Downtown

A. Supported DLMD and strengthened the partnership:

1. Finalized 2019 priorities, budget and DLP Memorandum of Understanding.
2. Developed and sent September board packet.
3. DLMD Board unanimously approved 2019 priorities, budget and DLP Memorandum of Understanding (MOU).
4. Executed DLP MOU.



IV. Network and support collaborating organizations

A. Met with:

1. M. Conrad, LFUCG Parks and Recreation.
2. M. Wright, Messer Construction.
3. Chief L. Weathers, LFUCG Police Department

B. Volunteered with Creative Mornings program.

V. Financial and Office Management:

- A. Prepared monthly financial reports.
- B. Processed invoices and checks.
- C. Coordinated payroll.
- D. Selected Customer Relationship Management (CRM) software.
- E. Assisted with coordination of 2019 planning process.
- F. Updated 2019 Budget Spreadsheet.