

Gentleman McCarty

- **Market research consulting firm that has helped clients all over the country be in the know for more than 25 years.**
- **Conducted market research assignments for a variety of national clients including most of the country's leading shopping center developers, downtown organizations, financial institutions and hospital systems**
- **Surveyed the Top 50 Downtown metro markets in 2010.**



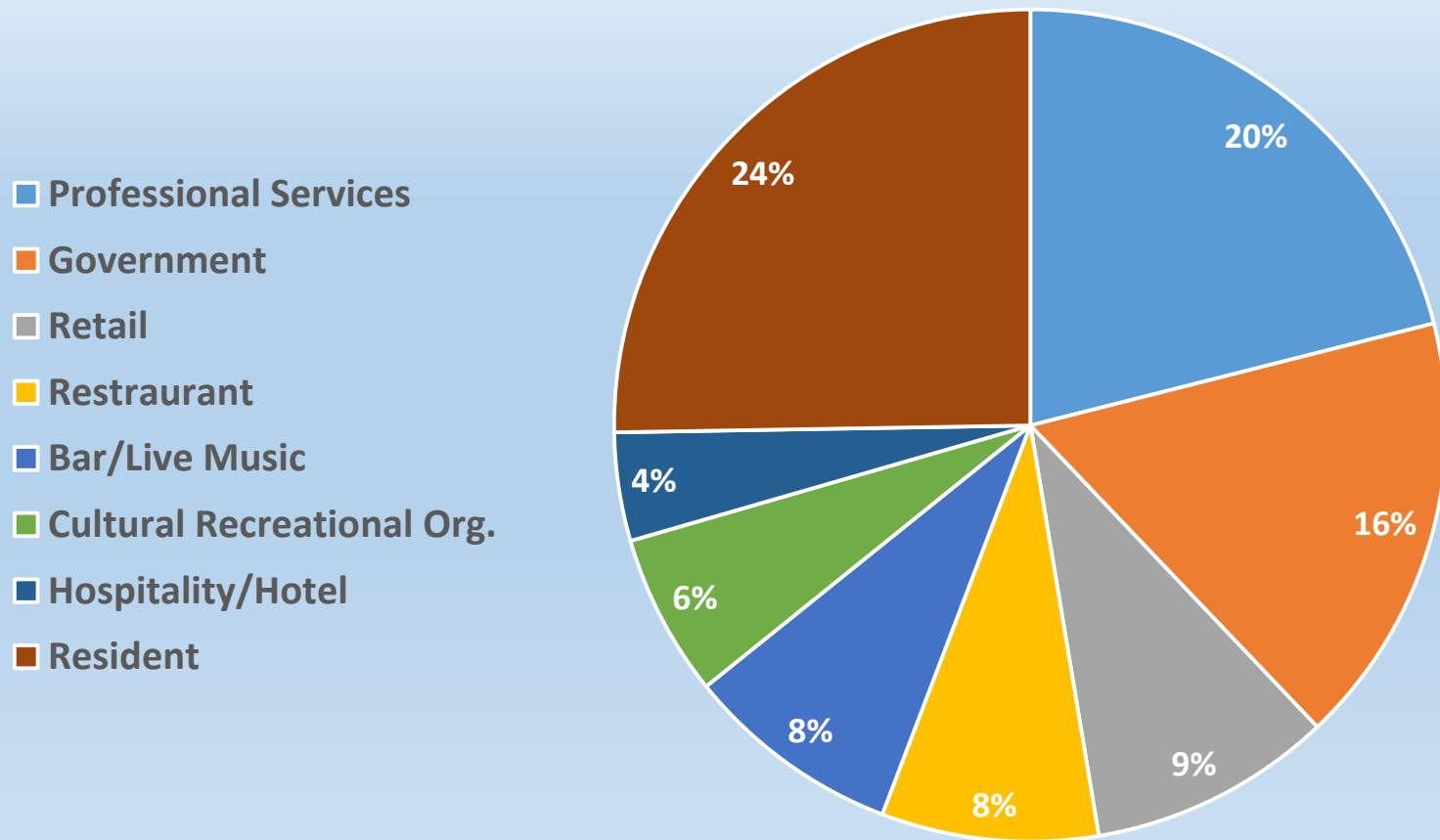
**DOWNTOWN
LEXINGTON
MANAGEMENT
DISTRICT**

Downtown Stakeholder Survey

1. **Sales.**
2. **Downtown Management.**
3. **New Initiatives.**
4. **Marketing.**

Downtown Stakeholder: Participants

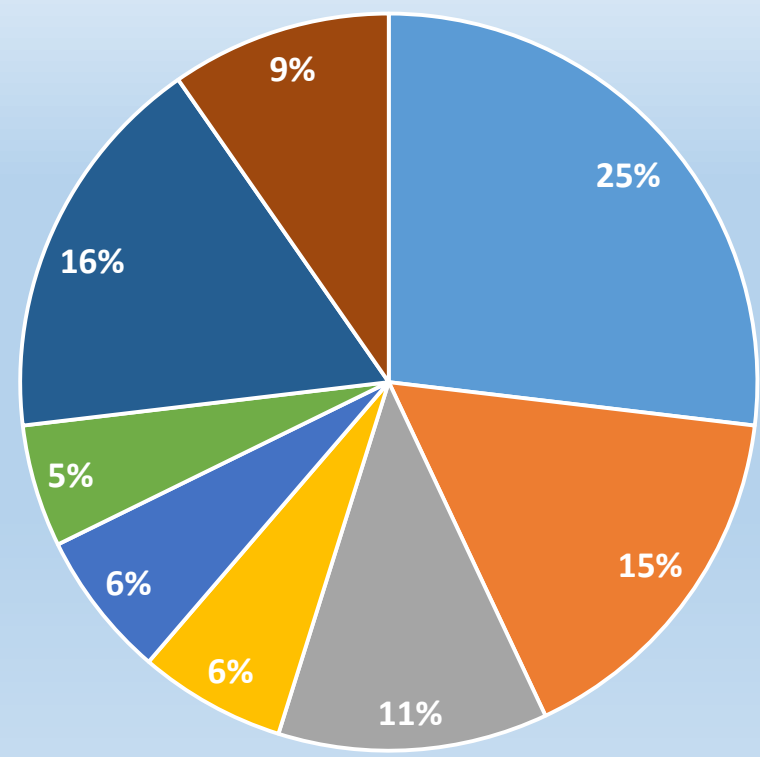
Diverse set of stakeholders surveyed.



Downtown Stakeholder: Geography

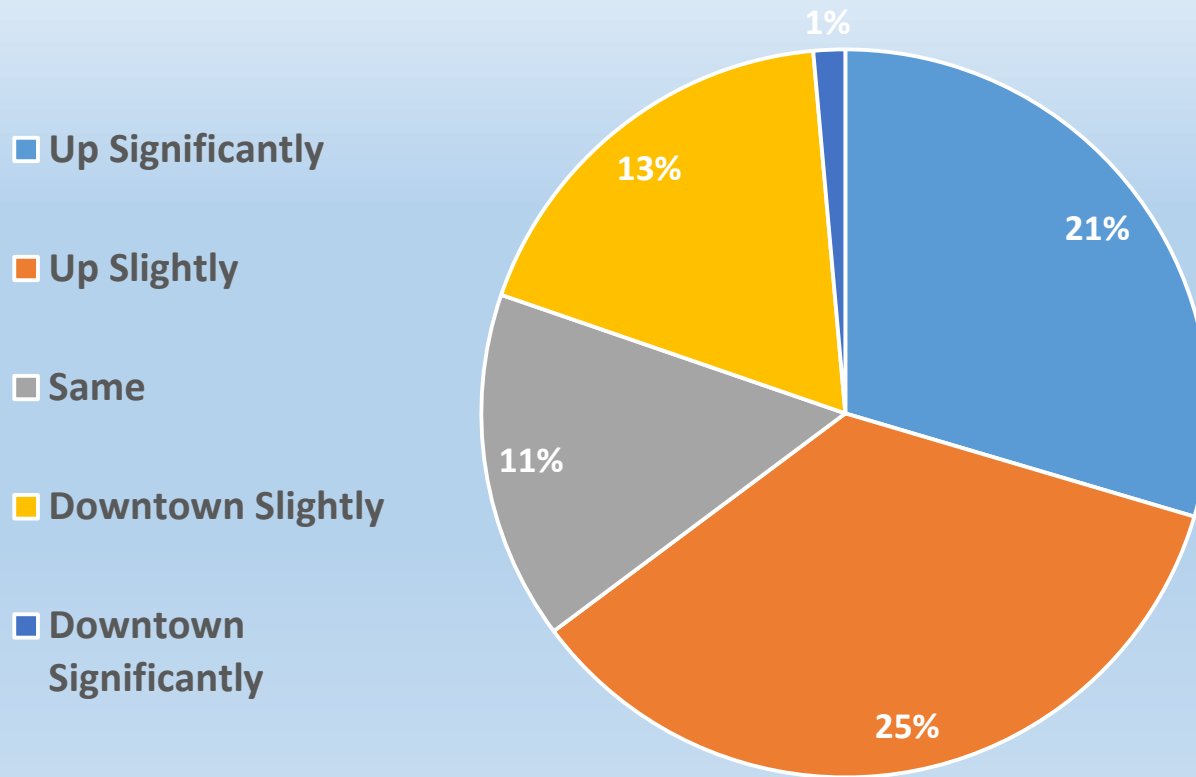
Survey participants located throughout Downtown.

- Corporate Office Area
- Short Street Area
- East End
- Limestone/UK Area
- Pheonix Park Area
- West Jefferson/Transy Area
- Other Areas of Downtown

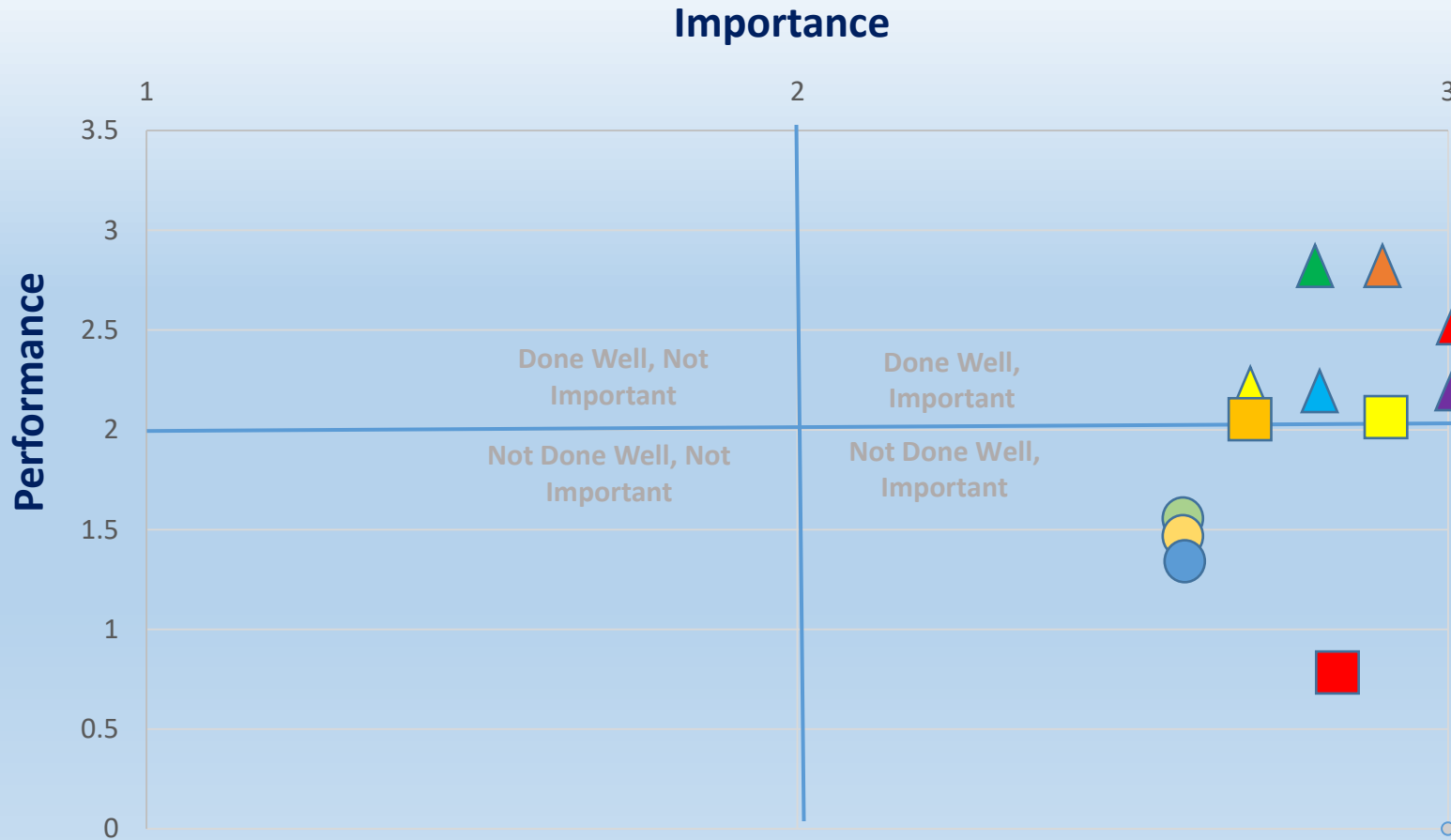


Downtown Stakeholder: Sales (2016 v. 2017)

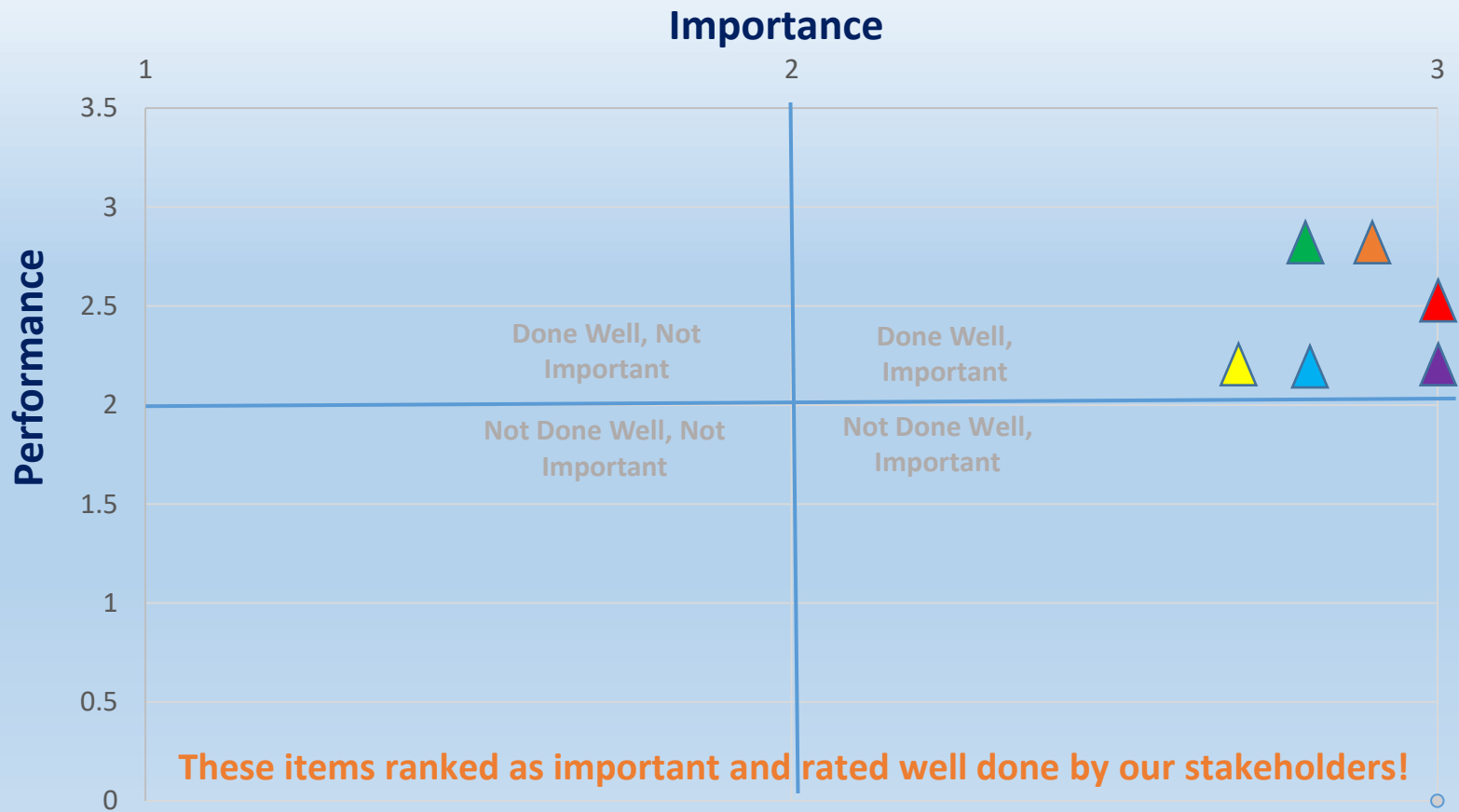
86% of surveyed businesses sales increased or stayed the same!!









Downtown Stakeholder: Downtown Management



Downtown Stakeholder: Downtown Management

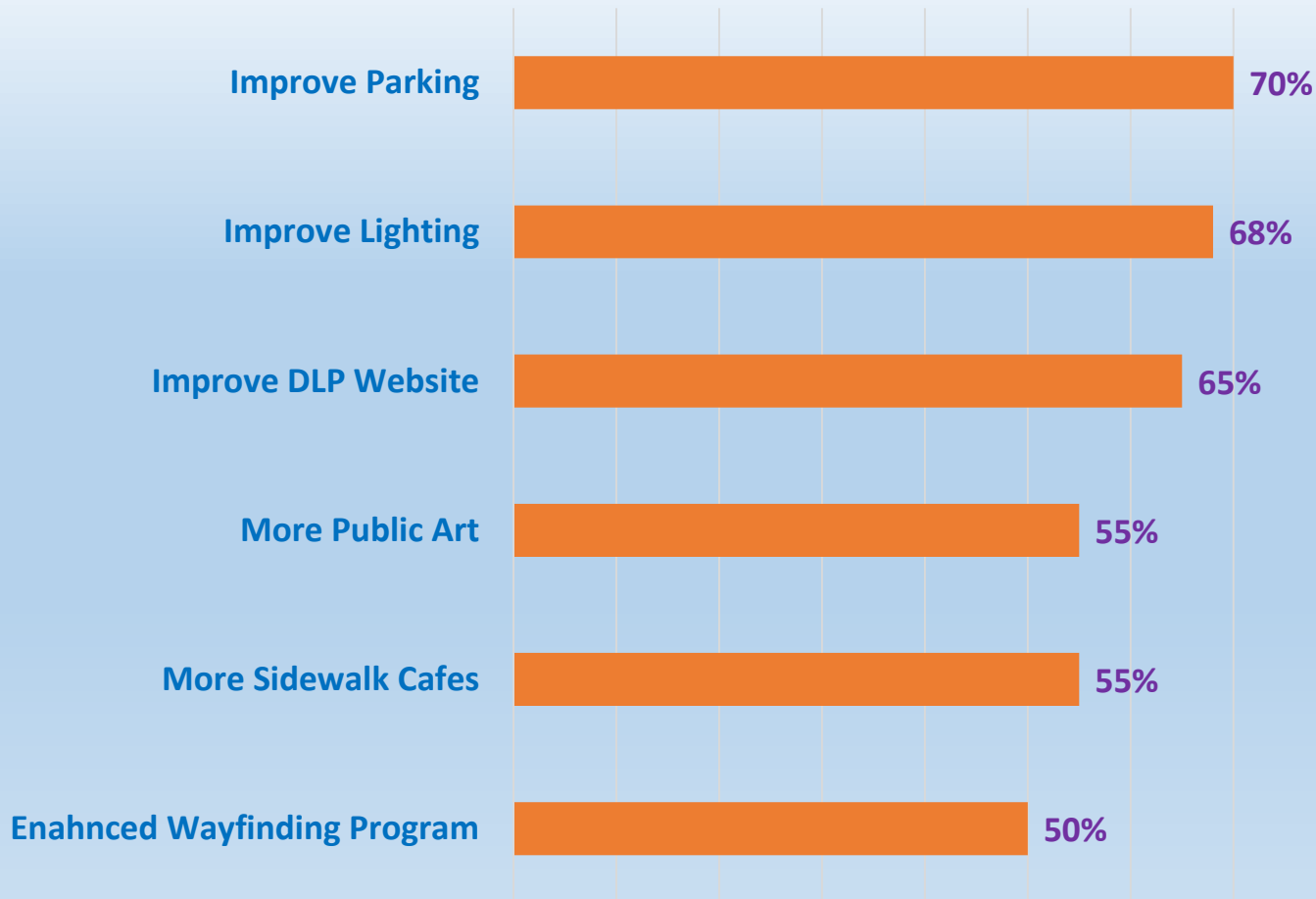


-  Landscape
-  Trash Cans
-  Wayfinding
-  Clean
-  Safe, Lighting, Sidewalks
-  Police

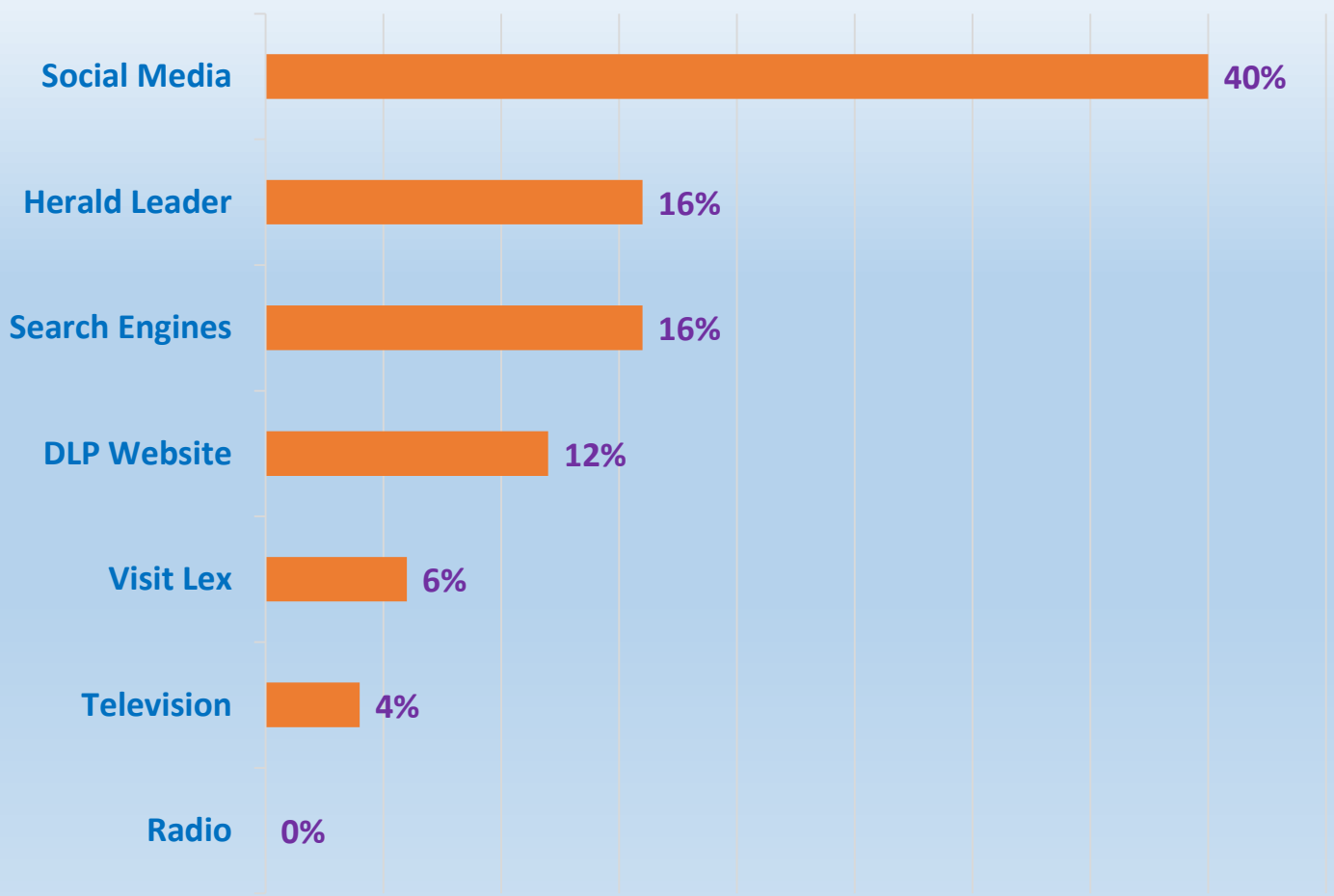
Downtown Stakeholder: Downtown Management



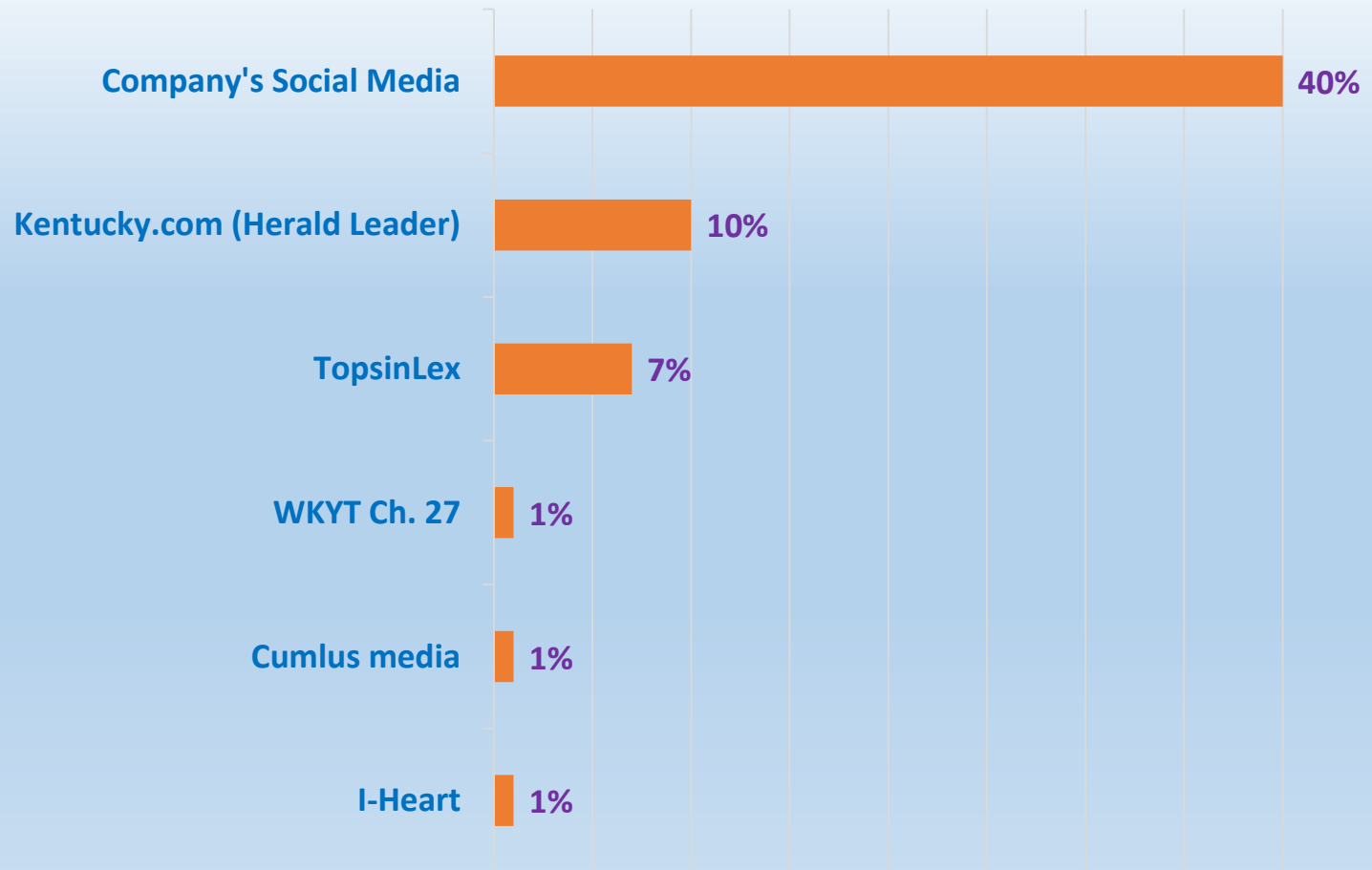
Downtown Stakeholder: New Initiatives Wanted



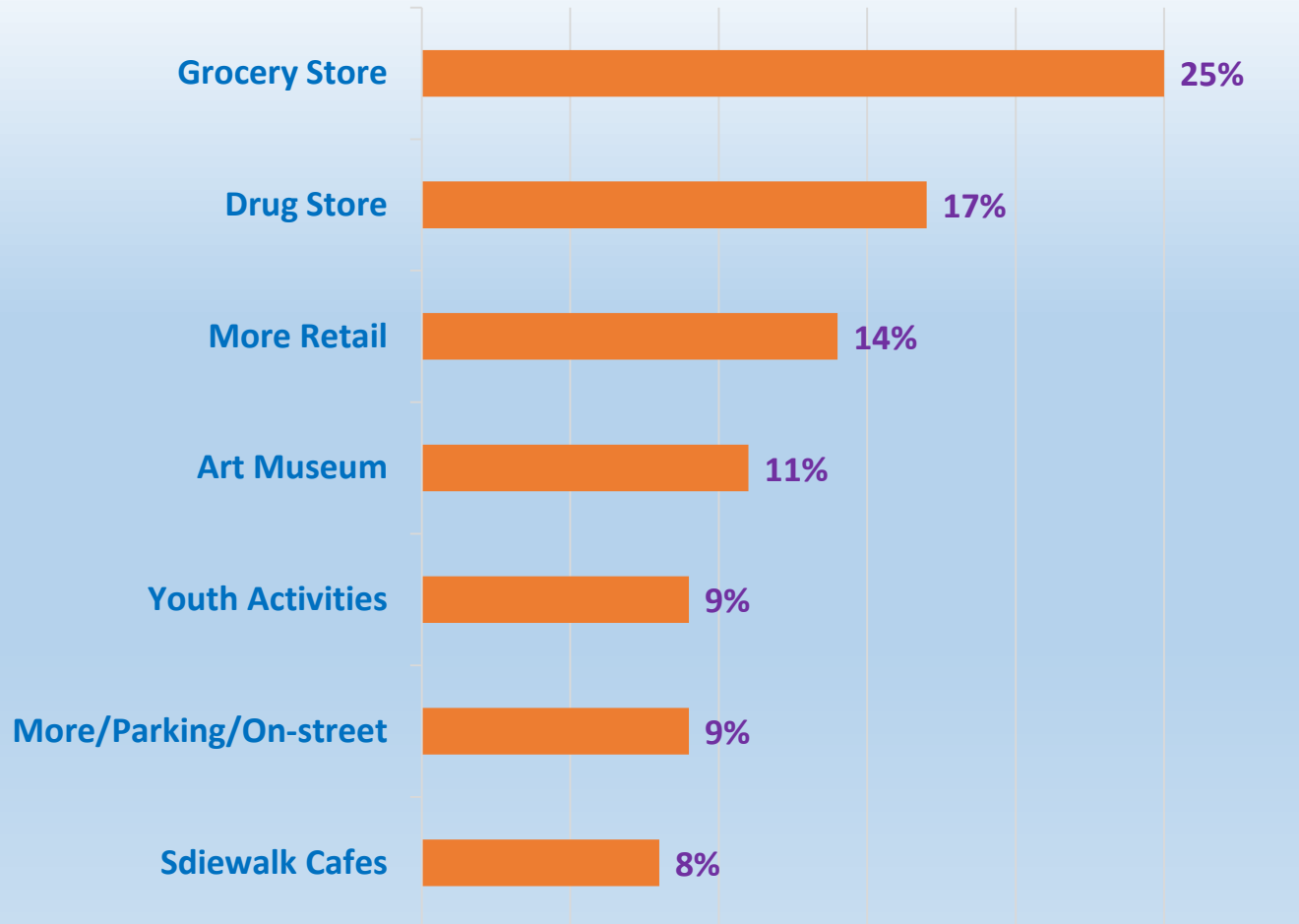
Downtown Stakeholder: Get Leisure Information



Downtown Stakeholder: Promote Business



Downtown Stakeholder: What's Missing



Downtown Perception Survey-Local Customer

Goals

1. Understand the Downtown customer and non-user.
2. How they/use/patronize Downtown.
3. Test programming and new initiatives.
4. Determine how local customers gets information on leisure activities.
5. Benchmark trends over time repeating survey every 2 years.

Downtown Perception Survey-Local Customer

Methodology

1. 250 surveys completed.
2. Seven County Metro Area.
3. Reflect the demographics of the region.
4. Statistical margin of error = +/-6%
5. Compared to 2010 National Survey.

Downtown Perception Survey-Local Customer

Demographics

Benchmark	Statistic
Average Household Income (\$)	\$81,200
Average Age (years)	43.3
Married	54%
Family w/ Children	32%

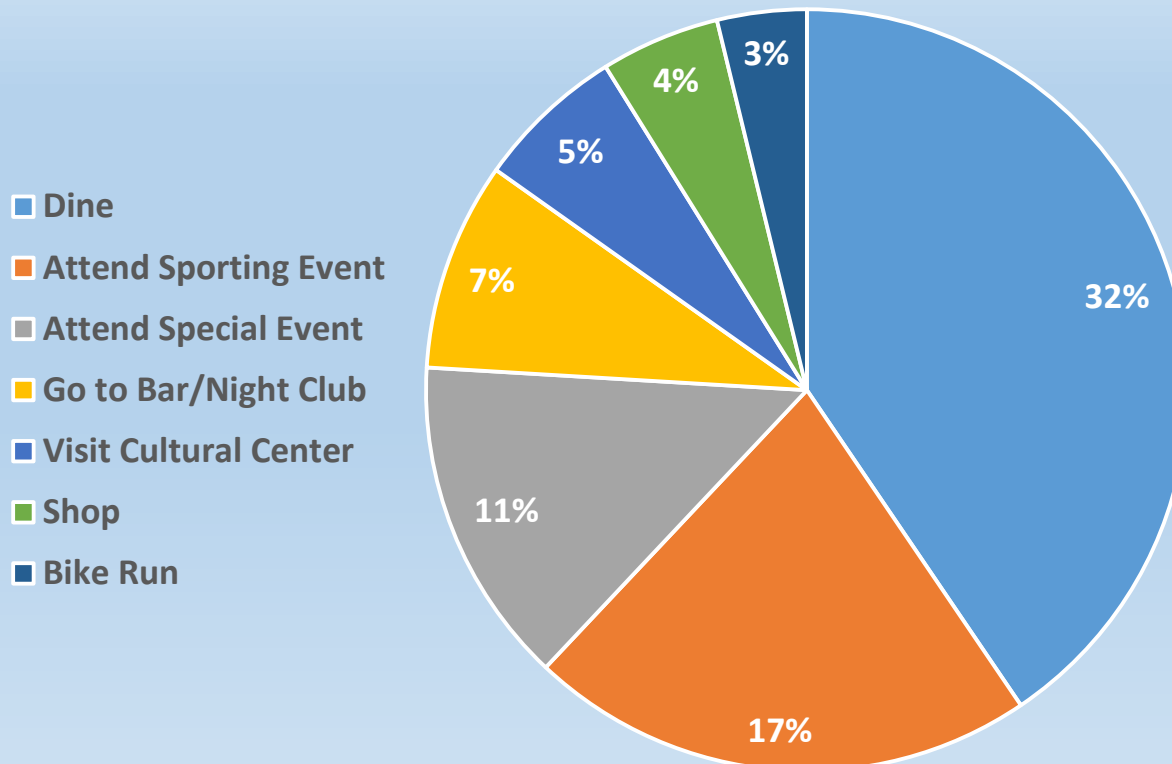
Downtown Perception Survey-Local Customer

Patronage

Benchmark	Lexington	National
Residents visited past 6 months.	80%	73%
# of Leisure visits	29.7	13.6
Length of stay	145 minutes	163 minutes
Average spending	\$69.64	\$65.00

Downtown Perception Survey-Local Customer

Primary Reason For Visit



Downtown Perception Survey-Local Customer

Why You Visited Downtown (replied yes from read list)

Activity	Percentage
Dine	77%
Attend Special Event	52%
Shop	52%
Other (not included in list)	43%
Bike/Run/Walk	41%
Attend Sporting Event	37%
Visit Cultural Center	35%
Hear Live Music	34%
Go to Bar	27%

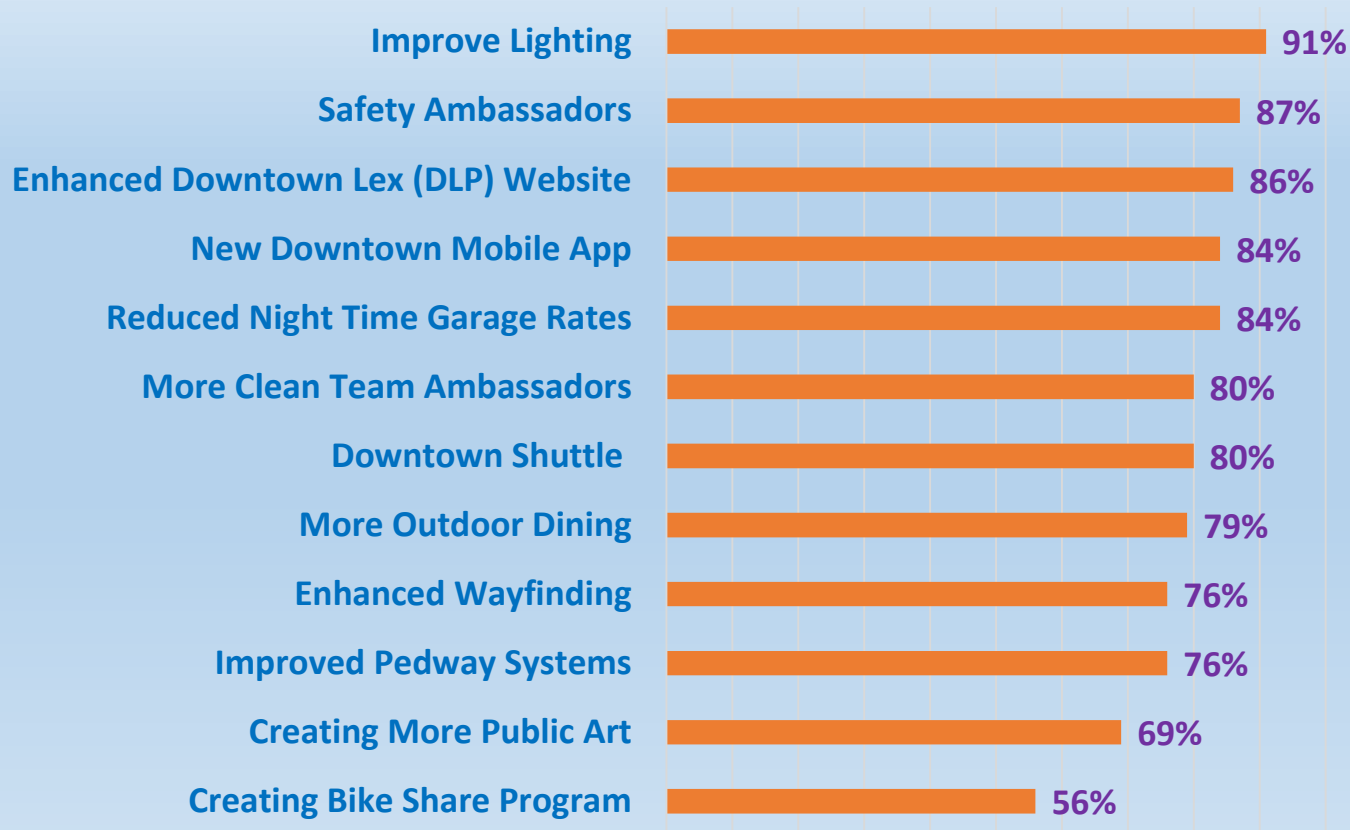
Downtown Perception Survey-Local Customer

Attitudes (agree with read statement)

Activity	Percentage
Downtown is clean	81%
Large selection of restaurants and shops	78%
Many affordable things to do	71%
Variety of entertainment	71%
Convenient to take bus, bike or walk	68%
Downtown is safe	67%
Convenient to drive	64%
Hear a lot about downtown from people/ads	57%
There are family friendly activities	49%
It is easy to park	32%

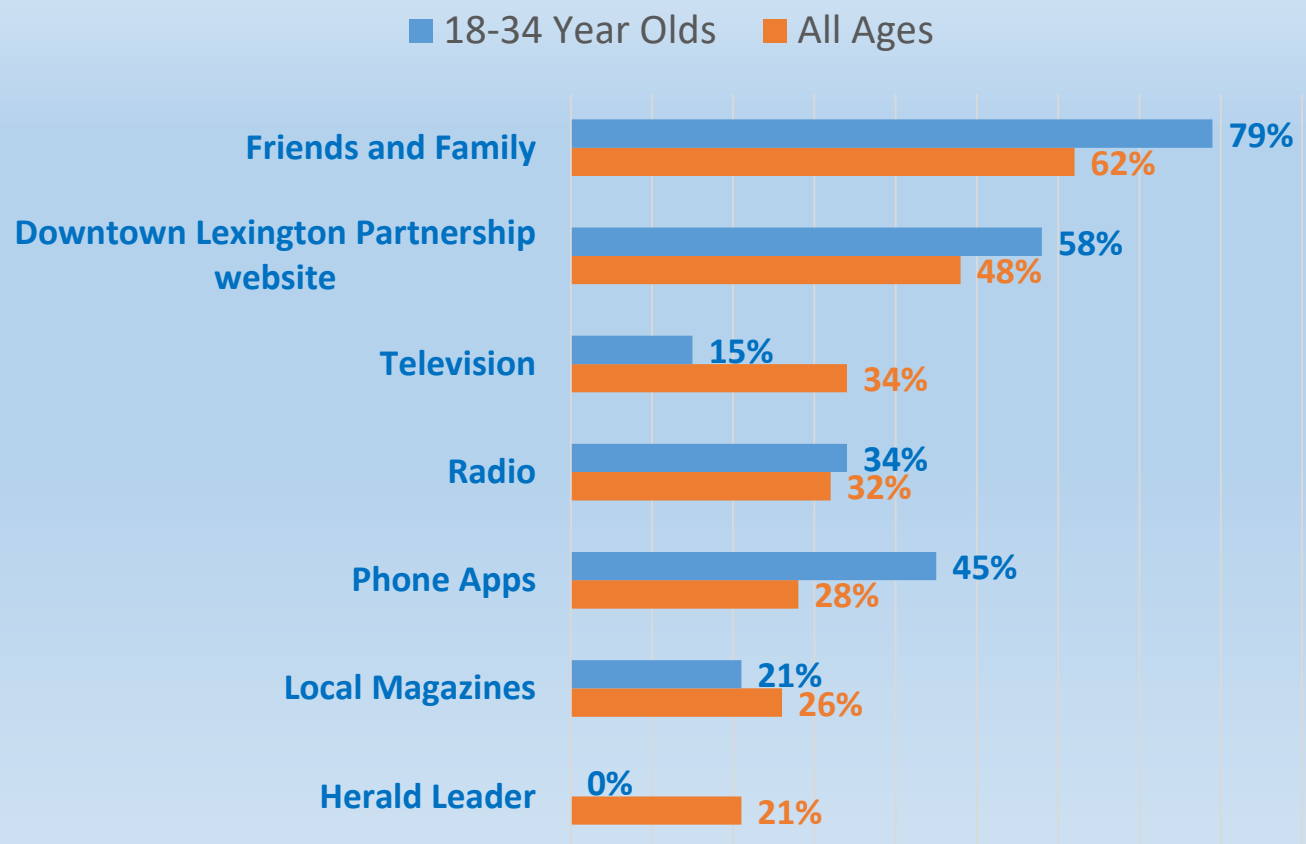
Downtown Perception Survey-Local Customer

New Initiatives To Pursue (agree with read statement)



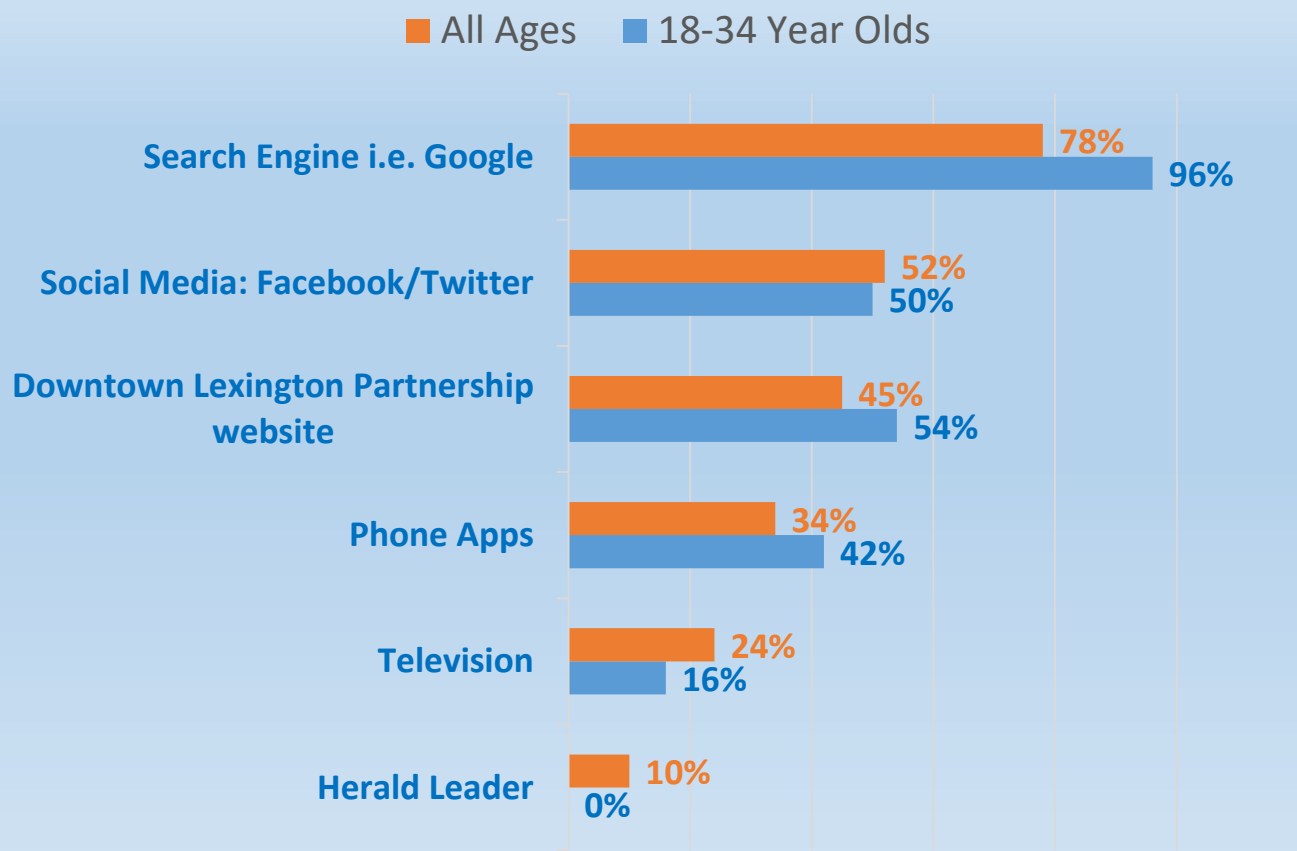
Downtown Perception Survey-Local Customer

Media Vehicles Used for Leisure Activities



Downtown Perception Survey-Local Customer

Websites Used for Leisure Activities



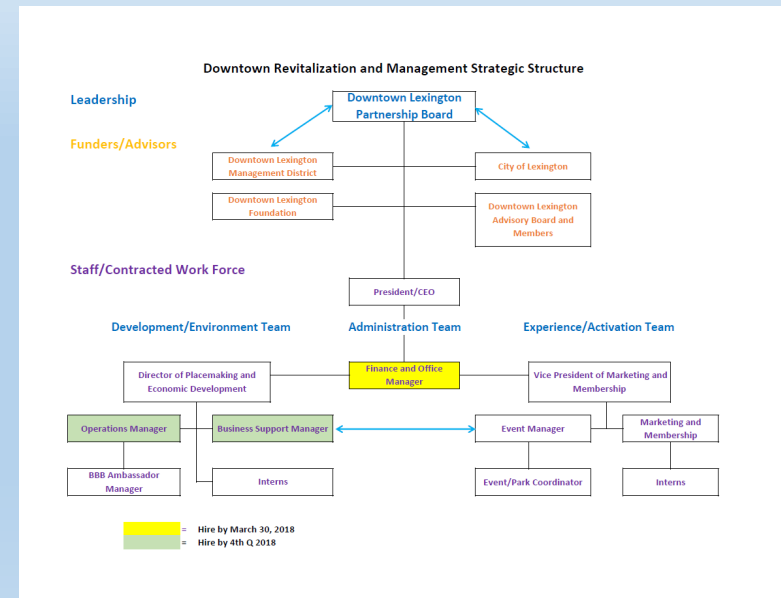
Organizational Structure: Our Partnership

Goals

- Clarity of Roles, Funding
- Coordinate Funders/Advisors
- Match Structure to Comprehensive Mission

Benefits

- Common Mission
- Shared Vision
- Single Point of Accountability/Execution

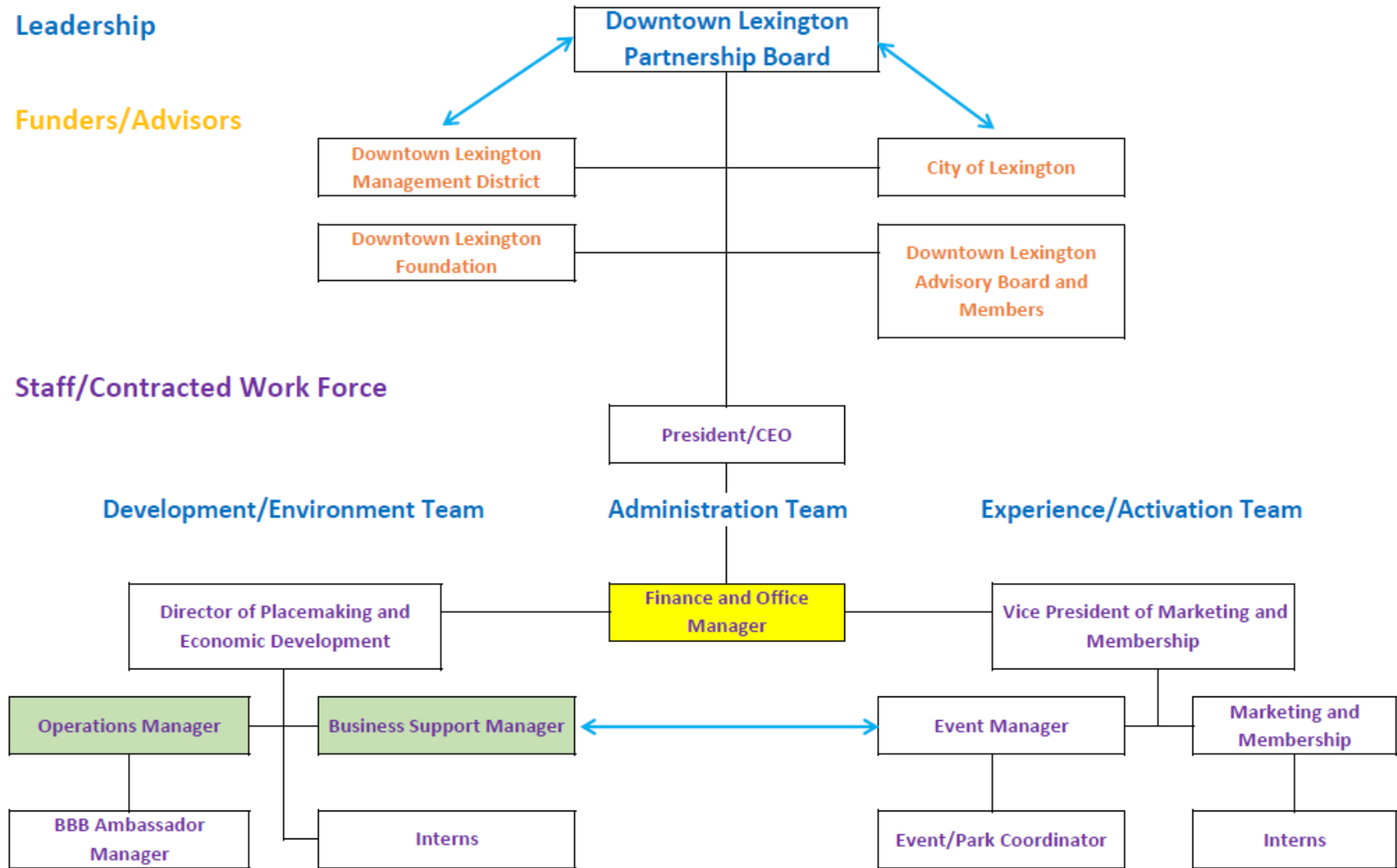


Downtown Revitalization and Management Strategic Structure

Leadership

Funders/Advisors

Staff/Contracted Work Force



= Hire by March 30, 2018
 = Hire by 4th Q 2018