



DOWNTOWN LEXINGTON PARTNERSHIP (DLP)

DLP is the umbrella downtown organization providing a single point of contact and accountability and a coordinated approach to downtown revitalization and management. DLP works in close collaboration with the Downtown Lexington Management District (DLMD). DLMD has a separate board of directors that contracts with the DLP to manage its programs and services. Together the two organizations work to develop, manage and market downtown.

January 2021 Activity Report

2021 is off to a good start for DLP. We have been actively recruiting new corporate, business and civic leaders to join our board as we work to expand the base and diversity of our leadership while growing our board to more than 40 members. In addition, we received forgiveness for the 2020 \$83,100 Payroll Protection Program (PPP) loan and submitted a \$82,700 PPP loan for 2021.

We completed a busy Unified Trust Ice Rink season attracting 22,000 customers to come downtown to skate. This is especially significant number given the social distancing and effects the pandemic. In addition, we planned and began a 10-day Valentine's Day Promotion featuring downtown businesses and \$1,000 of giveaways.

Sincerely

Terry Sweeney
President/CEO





DEVELOP DOWNTOWN

DLP works with the DLMD, City of Lexington and other public and private sector partners to develop Downtown and enhance placemaking, beautification and accessibility.

Goal: 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.**
- II. Attract new businesses and development and increase street level occupancy.**
 - A. Managed the business recovery and reopening grant.
 - 1. Managed current applications and projects.
 - 2. Worked with businesses on the projects and grant applications.
 - B. Provided technical assistance to downtown businesses looking at street closures and expanded dining.
- III. Document and report the economic activity and impact of Downtown.**
 - A. Updated New Project List.

Goal: Create inspiring public places and a Downtown environment that helps attract new businesses, development and customers; increases sales activity and street level occupancy and enhances the Downtown experience.

- I. Improve beautification, public spaces and placemaking.**
 - A. Discussed physical improvements to enhance ice rink operations and café leasing process with S. Grossman, Triangle Foundation.

MANAGE AND MAINTAIN DOWNTOWN

DLP manages DLMD programs designed to create a clean and safe Downtown and providing additional financial support for art projects and economic development programs.

Goal: Maintain an environment that helps attract new businesses, development and residences; increases sales activity and street level occupancy and improves existing buildings and urban design.

- I. Improve Cleanliness and Perceptions of Cleanliness.**
 - A. Downtown Lexington Management District (DLMD) Ambassador Team tracking.
DLMD's cleaning crew recorded the following activity:
 - 1. 1,319 pounds of debris and trash collected.
 - 2. 81 graffiti sites and stickers removed/painted over.
 - 3. 78 hospitality assistance.



4. 5 business contacts.
5. 17 panhandling.
6. 51 sidewalk drains cleared.
7. 6 requests for police.
8. 8 blocks of weed abatement.
9. 2 feces cleanup.
10. 20 bags of leaves.
11. 1,443 sanitized block faces.

B. Manage the DLMD Ambassador program:

1. Coordinated safety patrol to address panhandling issues.

II. Improve Safety and Perceptions of Safety

- A. Ambassadors are closely monitoring issues with homeless and transient behavior.

MARKET AND PROGRAM DOWNTOWN. ATTRACT RESOURCES AND MOBLIZE BUISNESSES.
DLP leads the effort to attract customers through marketing and programming, and attract resources, mobilize downtown businesses and DLP members and building and manage partnerships.

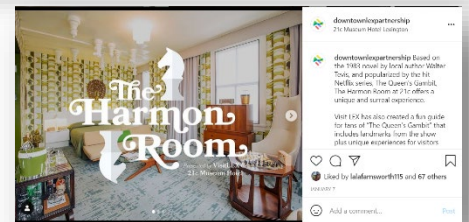
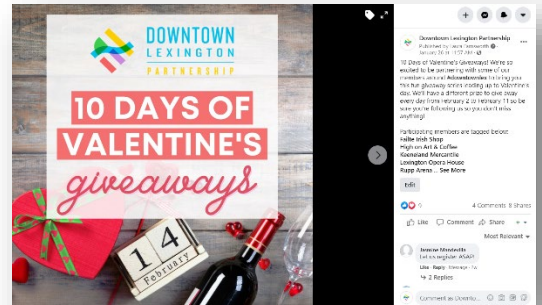
Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

I. Market and Promote Downtown and Businesses.

- A. Maintained and made updates to the website as needed.
1. Updated events pages with new information.
 2. Reorganized sliders and events tab.
- B. Gathered program analytics for Stewardship reports.
- C. Drafted Materials for 10 Days of Valentine's social media giveaway including writing and scheduling posts and creating graphics.
- D. Hired and onboarded new intern. Aligned DLP and intern goals for the semester and coordinated assignments throughout the month with the Membership Department.
- E. Stayed up to date with all departments on marketing goals and content.
- F. Implemented social media and e-marketing plan.
1. Sent four electronic newsletters to mailing list of roughly 4,500 people.
 - 18,915 sends.
 - 4,151 unique opens.
 - Open Rate: 23% (7% higher than industry avg).
 - Click Rate: 11% (2% higher than industry avg).
 2. Website:
 - 2,848 Users (2,785 new users).
 - 3,121 sessions.
 - Pageviews: 5,168.



- Avg session duration: 0:48.
- Acquisition:
 - Organic Search: 1,898 (67%).
 - Direct: 803 (28%).
 - Social Media: 128 (4%).
 - Referral: 31 (<1%).
- 3. Social Media
 - Facebook:
 - 22 posts.
 - Reach: 10,896 (495 avg.).
 - Impressions: 11,429 (516 avg.).
 - Followers: 8,704 (+9).
 - Page likes: 8,615 (+4).
 - Engagement rate: 7.6 %.
 - Instagram:
 - 18 posts.
 - 460 likes, 19 comments (avg 26, 1).
 - Reach: 13,660 (avg. 759).
 - Impressions: 15,735 (avg. 874)
 - Followers: 4,417 (+54).
 - Twitter:
 - 14 tweets.
 - 9,368 Impressions.
 - -27 Followers.
 - Engagement Rate: 0.7%.
 - 4 Retweets, 4 likes.



Goal: Create and manage DLP events to increase Downtown visitorship, event attendance and revenue and sales of our businesses.

- I. **Unified Trust Company Ice Rink.**
 - A. Facilitated removal of the rink equipment.
 1. Arranged for hotel rooms for Ice Rink Events staff.
 2. Attained appropriate permits/police road closure staff necessary to remove large pieces of equipment.
 - B. Hosted meeting to discuss future plans for ice rink operations.
 1. M. Clayton, Ice Rink Events.
 2. G. Ingles, Ice Rink Events.
 3. S. Grossman, Triangle Foundation.



- II. **DLP/DLMD Annual Meeting & Awards of Excellence Presented by Republic Bank.**
 - A. Continue to monitor COVID-19 environment to best determine a date for this event.
- III. **State of Downtown.**
 - B. Held Zoom meeting with potential host/sponsor to determine next steps on venue availability, audio/visual and food/beverage options.
 - 1. B. Wren, Lex Live!

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

- I. **Grow and activate DLP Membership.**
 - A. Membership Renewals.
 - 1. CHI Saint Joseph (Stakeholder).
 - 2. University of Kentucky (Leader).
 - 3. Lexington Clinic (Advisor).
 - 4. Soundbar (Merchant).
 - 5. Barney Miller's (Merchant).
 - B. Upgraded Memberships.
 - 1. Transylvania University (Leader).
 - C. New Memberships.
 - 1. High Knoll Wealth (Advisor).
 - D. Activate Membership.
 - 1. Completed minor edits to the 2021 membership packet.
 - 2. Executed first half of the year (January – May 2021) membership renewals. Including writing the membership renewal letter, organizing membership renewal dates, and creating renewal invoices.
 - 3. Worked in partnership with Terry (President and CEO) on board development meetings, new memberships, upgrades in memberships, and creating membership proposals.
 - Y. West, PNC Bank.
 - C. Turner, CRM Companies.
 - B. Wren, LexLive.
 - C. Hiler, Cornett.
 - G. Hoagland, Greer Companies/White Oak Commercial Real Estate.
 - K. Cole, Columbia Gas.
 - B. Kunke, Marriott City Center.
 - M. Jones, Red Mile.
 - B. Reinhold, Bluegrass Sotheby's.
 - 4. Held the following perspective member meetings:
 - T. Hodges, Metronet.
 - C. Worth and W. Brockhoven, Meyers Building.



- J. Pliszka, High Knoll Wealth.
- 5. Collaborated with H. Stiles, DLP Membership and Development Coordinator to develop Valentine's Day membership promotion, ultimately becoming 10 Days of Valentine's. Recruiting 11 members to participate, totaling over \$1,000 in giveaway prizes.

II. Recruit Sponsorships.

- A. Grow and Develop DLP Sponsorships
 - 1. Completed minor edits to the sponsorship packet.
 - 2. Renewed Central Bank's presenting sponsorship of Central Bank Thursday Night Live, DowntownLEX Together, and Shop and Celebrate.
 - 3. Created stewardship reports for the following events: The Tree Lighting Ceremony presented by Baird, The Christmas Parade presented by Baird, Downtown Spirit Speaker Series presented by PNC Bank, and Shop and Celebrate presented by Central Bank.

MANAGE DLP

For DLP to be successful it must manage and leverage the time, talents and resources of our staff, board and partners.

Goal: Develop strong, effective partnerships with collaborating organizations by aligning missions and priorities and leveraging resources to create a vibrant Downtown.

I. Downtown Lexington Management District (DLMD).

- A. Hosted DLMD bimonthly board meeting.
- B. Managed DLP/DLMD Reopening and Recovery Grant program.
- C. Managed Block By Block ambassadors.
- D. Invoiced DLMD for monthly management fee.

II. LexPark

- A. Attended monthly board meeting via zoom.

Goal: Develop and manage an organization that has a cultural of achievement and capacity, funding, information and technology to successfully pursue its comprehensive mission and achieve the Downtown vision and demonstrate our relevance and positive tangible results.

I. Build DLP's organizational capacity.

- A. DLP Board Management:
 - 1. Convened DLP Executive Committee and Board of Directors meetings via Zoom.



2. Revised bylaws to accommodate up to 45 board members and council representation.
 3. Approved 2021 DLP budget and organizational work plan.
 4. Continued to recruit new board members.
 - J. Pliszka, High Koll Wealth as resident member.
 - C. Turner, CRM.
 - B. Wren, Lex Live.
 - M. Whitney, Keeneland.
 - B. Harmon, Breeders Cup.
 - C. Hiler, Cornett.
 - G. Hoagland, White Oak Commercial Real Estate.
 - M. Conrad, LFUCG.
 - A. Sweetall.
 - B. Kunke, Marriott City Center.
 - M. Jones, Red Mile.
 - B. Reinhold, Bluegrass Sotheby's.
 5. Established bimonthly Board of Directors meetings on the 3rd Thursdays beginning in February and that Executive Committee will meet in intervening months on the 3rd Thursdays.
 6. Scheduled new board member orientations for February.
- B. Managed staff.
1. Continued working remotely.
 2. Conducted weekly Zoom staff meetings.
 3. Completed development of 2021 work plans.

II. Financial and Office Management:

- A. Completed 2020 Profit and Loss Statement.
- B. Developed and obtained approval of DLP 2021 Budget.
- C. Payroll Protection Program (PPP).
 1. Obtained forgiveness of \$83,100 of 2020 PPP loan.
 2. Submitted \$82,700 application for 2021 PPP loan.
 3. Conducted weekly Zoom staff meetings.
 4. Completed development of 2021 work plans.
- D. Managed bookkeeper, R. Hall, Beston and Dieruf.
- E. Managed Prepared monthly financial reports.
- F. Processed invoices and checks.
- G. Coordinated payroll.
- H. Reconciled bank accounts.



DOWNTOWN LEXINGTON PARTNERSHIP (DLP)

DLP is the umbrella downtown organization providing a single point of contact and accountability and a coordinated approach to downtown revitalization and management. DLP works in close collaboration with the Downtown Lexington Management District (DLMD). DLMD has a separate board of directors that contracts with the DLP to manage its programs and services. Together the two organizations work to develop, manage and market downtown.

February 2021 Activity Report

DLP is busy taking strategic steps to continue to strengthen the organization and support our downtown businesses. After months of amending bylaws, **recruiting and orienting new board members**, DLP convened its new board of directors with more than 40 voting and ex officio members in February. The board will be meeting bi-monthly and board members will be actively helping DLP staff implement the organization's plans through our board committees. We are excited to be harnessing the time, talent and passion of our board to make downtown better!

We have also launched our membership renewal and recruitment program and have already been successful in having members increase their investments and with recruiting new members. We also released our **2021 sponsorship packet** and have already secured some renewing and new sponsors. More good news on the financial front in that we already received our **\$82,700 2021 Payroll Protection Program (PPP) loan through Republic Bank.**

We completed a very successful Valentines giveaway promotion supporting our downtown businesses and are planning a St. Patrick's Day promotion. We are also actively planning our Annual Meeting and launch of **Thursday Night Live Presented by Central Bank.**

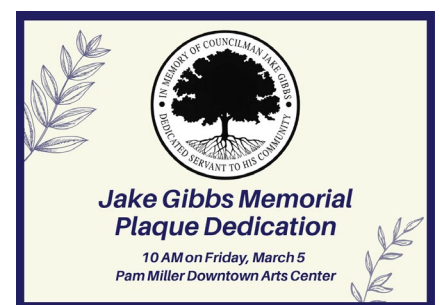
We finally we supported Downtown Lexington Managements District's (DLMD) efforts to provide a **memorial plaque for Jake Gibbs** which will be installed and dedicated in March.

Sincerely,

Terry Sweeney
President/CEO



**REPUBLIC
BANK**
It's just easier here.®





DEVELOP DOWNTOWN

DLP works with the DLMD, City of Lexington and other public and private sector partners to develop Downtown and enhance placemaking, beautification and accessibility.

Goal: 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. Attended Lexington Fayette Urban County Government Infill Committee.
- II. **Attract new businesses and development and increase street level occupancy.**
 - A. Managed the business recovery and reopening grant.
 - 1. Managed current applications and projects.
 - 2. Paid out four grants (Creaux, School Sushi, Harvey's and VisitLEX) totaling \$11,456.
 - 3. Approved two more businesses to receive grant (Elixir and Alfalfas).
 - B. Managed the property improvement grant
 - 1. Paid out one grant (Commonwealth Building) for \$3,500.
- III. **Document and report the economic activity and impact of Downtown.**
 - A. Updated New Project List.

Goal: Create inspiring public places and a Downtown environment that helps attract new businesses, development and customers; increases sales activity and street level occupancy and enhances the Downtown experience.

- I. **Improve beautification, public spaces and placemaking.**
 - A. Triangle Park
 - 1. Facilitated ice rink and ornament removal.
 - 2. Cleaned-up interior of Triangle Park Café.

MANAGE AND MAINTAIN DOWNTOWN

DLP manages DLMD programs designed to create a clean and safe Downtown and providing additional financial support for art projects and economic development programs.

Goal: Maintain an environment that helps attract new businesses, development and residences; increases sales activity and street level occupancy and improves existing buildings and urban design.

- I. **Improve Cleanliness and Perceptions of Cleanliness.**
 - A. Downtown Lexington Management District (DLMD) Ambassador Team tracking.
DLMD's cleaning crew recorded the following activity:



1. 1,193 pounds of debris and trash collected.
2. 7 graffiti sites and stickers removed/painted over.
3. 84 hospitality assistance.
4. 8 business contacts.
5. 18 panhandling.
6. 50 sidewalk drains cleared.
7. 1 request for police.
8. 7 blocks of weed abatement.
9. 13 feces cleanup.
10. 1,001 sanitized block faces.
11. 88 blocks of snow removal.
12. 2 motorist assists.
13. 2 hours of power washing.
14. 1 billy goat hour.

B. Manage the DLMD Ambassador program.

MARKET AND PROGRAM DOWNTOWN. ATTRACT RESOURCES AND MOBLIZE BUISNESSES.
DLP leads the effort to attract customers through marketing and programming, and attract resources, mobilize downtown businesses and DLP members and building and manage partnerships.

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

I. Market and Promote Downtown and Businesses.

- A. Maintained and made updates to the website as needed.
 1. Updated events pages with new information
- B. Gathered program analytics for Stewardship reports.
- C. Drafted materials for 10 Days of Valentine's social media giveaway including writing and scheduling posts and creating graphics.
- D. Continued work with interns including aligning their tasks with their internship goals and coordinated assignments throughout the month with Membership Department.
- E. Stayed up to date with all departments on marketing goals and content.
- F. Implemented social media and e-marketing plan.
 1. Sent four electronic newsletters to mailing list of roughly 4,500 people.
 - 18,922 sends.
 - 3,343 unique opens.
 - Open Rate: 19% (3% higher than industry avg).





- Click Rate: 12% (3% higher than industry avg).
- 2. Website:
 - 3,090 Users (3,043 new users).
 - 3,393 sessions.
 - Pageviews: 5,591.
 - Avg session duration: 0:54.
 - Acquisition:
 - Organic Search: 2,143 (69%).
 - Direct: 836 (27%).
 - Social Media: 74 (2%).
 - Referral: 53 (2%).
- 3. Social Media
 - Facebook:
 - 21 posts.
 - Reach: 10,419 (496 avg.).
 - Impressions: 11,527 (549 avg.).
 - Followers: 8,714 (+10).
 - Page likes: 8,630 (+15).
 - Engagement rate: 7.4%.
 - Instagram:
 - 20 posts.
 - Engagement rate: 6%.
 - Reach: 24,382 (avg. 1,219).
 - Impressions: 26,129 (avg. 1,306).
 - Followers: 4,503 (+144).
 - Twitter:
 - 8 tweets.
 - 6,298 Impressions.
 - -3 Followers.
 - Engagement Rate: 0.5%.
 - 5 Retweets, 6 likes.



Goal: Create and manage DLP events to increase Downtown visitorship, event attendance and revenue and sales of our businesses.

- I. **DLP/DLMD Annual Meeting & Awards of Excellence Presented by Republic Bank.**
 - A. Continue to monitor COVID-19 environment to best determine a date for this event.



II. Central Bank Thursday Night Live.

- A. Held Zoom meeting with potential vendors to explore options for 2021 season.
- B. Continue to monitor similar schedules and announcements of similar events in Lexington and related markets.

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

I. Grow and activate DLP Membership.

- A. Membership Renewals.
 - 1. VisitLEX (Stakeholder).
 - 2. The Square (Merchant).
 - 3. KEMI (Advisor).
 - 4. Langley Properties (Advisor).
 - 5. Wyatt Tarrant & Combs, LLP (Leader).
 - 6. J. Smith Lanier & Co. (Advisor).
 - 7. PNC Bank (Stakeholder).
 - 8. Kentucky Eagle (Stakeholder).
 - 9. Koller & Warner Construction, LLC (Advisor).
 - 10. Steve Kelly (Patron).
 - 11. Red State BBQ (Patron).
 - 12. Kentucky League of Cities (Advisor).
 - 13. Columbia Gas of Kentucky (Leader).
 - 14. Lexington Parking Authority (Leader).
 - 15. Lexington Montessori School (Patron).
 - 16. Xooker (Patron).
 - 17. Central Bank Center (Advisor).
 - 18. AthensWest Theatre Co. (Patron).
 - 19. Payroll Solutions (Patron).
 - 20. Shrout Tate Wilson Consulting Engineers (Patron).
 - 21. Ethereal Brewing (Merchant).
 - 22. Fayette Alliance Foundation (Patron).
 - 23. First Presbyterian Church (Patron).
 - 24. Castleton Lyons (Patron).
 - 25. Bank of the Bluegrass (Leader).
 - 26. Central Bank (Stakeholder).
 - 27. Tate Hill Jacobs Architect, Inc. (Merchant).
 - 28. Webb, Hoskins, Brown & Thompson, PSC (Patron).
 - 29. UK Markey Cancer Foundation (Patron).
 - 30. NAI Isaac (Patron).
- B. Upgraded Memberships.
 - 1. Jeff Ruby's Steakhouse (Leader).



- C. New Memberships.
 - 1. CORNETT (Stakeholder).
 - 2. Camden Skidmore (Patron).
 - 3. No Boundaries Case Management & Innovative Living Services (Merchant).
- D. Activate Membership.
 - 1. Follow-up on first half of the year (January – May 2021) membership renewals.
 - 2. Held the following membership/sponsorship meetings:
 - R. Foster, Traditional Bank.
 - J. Drennan, Field & Main Bank.
 - M. Hartung, Kinetic by Windstream.
 - 3. Collaborated with H. Stiles, DLP Membership and Development Coordinator to develop Valentine’s Day membership promotion, 10 Days of Valentine’s. Recruiting 11 members to participate, totaling over \$1,000 in giveaway prizes.
 - 4. Updated membership pages on the website.
- II. **Recruit Sponsorships.**
 - A. Grow and Develop DLP Sponsorships
 - 1. Recruited Field & Main Bank as the presenting sponsor of the Downtown Spirit Networking Series.
 - 2. Met with Kinetic by Windstream to discuss renewal of the Technology Sponsor.

MANAGE DLP

For DLP to be successful it must manage and leverage the time, talents and resources of our staff, board and partners.

Goal: Develop strong, effective partnerships with collaborating organizations by aligning missions and priorities and leveraging resources to create a vibrant Downtown.

- I. **Downtown Lexington Management District (DLMD).**
 - A. Ordered Jake Gibb’s memorail plaque and facilitated permitting and scheduling dedication ceremony.
 - B. Managed DLP/DLMD Reopening and Recovery Grant program.
 - C. Managed Block By Block ambassadors.
 - D. Invoiced DLMD for monthly management fee.
- II. **LexPark**
 - A. Attended monthly board meeting via zoom.

Goal: Develop and manage an organization that has a cultural of achievement and capacity, funding, information and technology to successfully pursue its comprehensive



mission and achieve the Downtown vision and demonstrate our relevance and positive tangible results.

I. Build DLP's organizational capacity.

A. DLP Board Management:

1. Convened DLP Executive Committee and Board of Directors meetings via Zoom.
2. Continued to recruit and orient new board members.
 - B. Owens, Lexington Center.
 - B. Lewis, Transylvania University.
 - J. Drennan, Field and Main Bank.
 - A. Walker, Fifth Third Bank.
 - G. Isaac, 21C Hotel.
 - M. Whitney, Keeneland.
 - B. Wren, Lex Live.
 - C. Hiler, Cornett.
 - G. Manes, Lex Park.
 - P. Weiss, Lexington Brewing Company.
 - C. Skidmore, Republic Bank.
 - D. Scott, Graze.
 - J. Pliszka, High Knoll Wealth.
 - M. Krueger-Sidebottom.
 - B. Kunke, Marriott City Center.
 - M. Harris, Cowgill Properties.
 - T. Russell, Kentucky Eagle.
 - M. Wright, Messer Construction.
 - J. Gohmann, PNC Bank.
 - C. Turner, CRM.
 - M. White, Red Mile.
 - K. Cole, Kentucky Utilities.
 - L. Catron, Central Bank.
 - A. Sweetall, Lex Arts.
 - S. Norat, App Harvest.
 - G. Wallace, WesBanco.
 - D. Salyer Lex PD.

B. Managed staff.

1. Continued working remotely.
2. Conducted weekly Zoom staff meetings.
3. Completed development of 2021 work plans.

II. Financial and Office Management:

- A. Payroll Protection Program (PPP).
 1. Received \$82,700 application for 2021 PPP loan.
- B. Managed bookkeeper, R. Hall, Beston and Dieruf.



DOWNTOWN
L E X I N G T O N

P A R T N E R S H I P

- C. Managed Prepared monthly financial reports.
- D. Processed invoices and checks.
- E. Coordinated payroll.
- F. Reconciled bank accounts.

DOWNTOWN SPIRIT, KENTUCKY SOUL.



DOWNTOWN LEXINGTON PARTNERSHIP (DLP)

DLP is the umbrella downtown organization providing a single point of contact and accountability and a coordinated approach to downtown revitalization and management. DLP works in close collaboration with the Downtown Lexington Management District (DLMD). DLMD has a separate board of directors that contracts with the DLP to manage its programs and services. Together the two organizations work to develop, manage and market downtown.

March 2021 Activity Report

March brought hope of a gradually reopening and recovering downtown. There was increased traffic at Central Bank Center, hotels and parking meters and garages. **Lex Live**, movie theater and entertainment center opened to the public which will attract thousands to downtown annually. In addition, DLP worked with businesses to promote **St. Patrick's Day** in downtown.

Organizationally, DLP convened its first set of board committees with our newly expanded board. We also continue to work on member renewals and recruiting sponsorships. Finally, we are firming up plans to start **Central Bank Thursday Night Live** in June.

DLP also worked with **Downtown Lexington Management District** to obtain and dedicate **Jake Gibb's plaque** at a public ceremony.

Sincerely,

Terry Sweeney
President/CEO



Lex Live Grand Opening



Jake Gibbs Plaque Dedication



DEVELOP DOWNTOWN

DLP works with the DLMD, City of Lexington and other public and private sector partners to develop Downtown and enhance placemaking, beautification and accessibility.

Goal: 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. Attended Lexington Fayette Urban County Government Infill Committee.

- II. Managed DLP Real Estate Committee.**
 - Recruited members.
 - B. Owen.
 - W. Webb.
 - L. Weathers.
 - B. Reinhold.
 - M. Flowers.
 - R. Foster.
 - S. Harvey.
 - M. Harris.
 - L. Wetherby.
 - Hosted first meeting.
 - Began collecting data for State of Downtown Report and secured LexLive as event site for State of Downtown Reception which is to be held in June.

- III. Attract new businesses and development and increase street level occupancy.**
 - A. Managed the business recovery and reopening grant.
 - B. Managed the property improvement grant

- IV. Document and report the economic activity and impact of Downtown.**
 - A. Updated New Project List.

Goal: Create inspiring public places and a Downtown environment that helps attract new businesses, development and customers; increases sales activity and street level occupancy and enhances the Downtown experience.

- I. Improve beautification, public spaces and placemaking.**
 - A. Participated in Town Branch Park Partners and Sasaki meeting.
 - B. Triangle Park
 - 1. Began developing Request For Proposal (RFP) for Café operator.



MANAGE AND MAINTAIN DOWNTOWN

DLP manages DLMD programs designed to create a clean and safe Downtown and providing additional financial support for art projects and economic development programs.

Goal: Maintain an environment that helps attract new businesses, development and residences; increases sales activity and street level occupancy and improves existing buildings and urban design.

I. Improve Cleanliness and Perceptions of Cleanliness.

A. Downtown Lexington Management District (DLMD) Ambassador Team tracking.

DLMD's cleaning crew recorded the following activity:

1. 2,312 pounds of debris and trash collected.
2. 37 graffiti sites and stickers removed/painted over.
3. 126 hospitality assistance.
4. 9 business contacts.
5. 12 panhandling.
6. 86 sidewalk drains cleared.
7. 3 requests for police.
8. 46 blocks of weed abatement.
9. 13 feces cleanup.
10. 1,944 sanitized block faces.
11. 52 blocks of snow removal.
12. 31 motorist assists.
13. 16 hours of power washing.
14. 0 billy goat hours.



B. Manage the DLMD Ambassador program.

C. Dedicated Jake Gibbs memorial plaque with public ceremony.

MARKET AND PROGRAM DOWNTOWN. ATTRACT RESOURCES AND MOBLIZE BUISNESSES.

DLP leads the effort to attract customers through marketing and programming, and attract resources, mobilize downtown businesses and DLP members and building and manage partnerships.

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

I. Market and Promote Downtown and Businesses.

- A. Maintained and made updates to the website as needed.
- B. Gathered program analytics for Stewardship reports.



- C. Drafted materials for and ran social media/text campaign “Downtown Leprechaun Scavenger Hunt”.
1. Created graphics and drafted social posts.
 2. Created print out table tents detailing how to participate and distributed to businesses.
- D. Continued work with interns including aligning their tasks with their internship goals and coordinated assignments throughout the month with Membership Department.
- E. Stayed up to date with all departments on marketing goals and content.
- F. Implemented social media and e-marketing plan.
1. Sent four electronic newsletters to mailing list of roughly 4,500 people.
 - 19,046 sends.
 - 3,619 unique opens.
 - Open Rate: 20% (1% higher than industry avg).
 - Click Rate: 12% (10% higher than industry avg).
 2. Website:
 - 3,854 Users (3,784 new users).
 - 4,257 sessions.
 - Pageviews: 5,591.
 - Avg session duration: 0:56.
 - Acquisition:
 - Organic Search: 3,081 (80%).
 - Direct: 634 (16%).
 - Social Media: 123 (3%).
 - Referral: 50 (1%).
 3. Social Media
 - Facebook:
 - 32 posts.
 - Reach: 17,118 (535 avg.).
 - Impressions: 17,746 (555 avg.).
 - Followers: 8,763 (+49).
 - Page likes: 8,653 (+23).
 - Engagement rate: 6.7%.
 - Instagram:
 - 32 posts.
 - Likes: 2,050





- Reach: 35,498 (avg. 1,109).
- Impressions: 42,476 (avg. 1,327).
- Followers: 4,598 (+95).
- Twitter:
 - 19 tweets.
 - 19,800 Impressions.
 - +1 Followers.
 - Engagement Rate: 0.5%.
 - 11 Retweets, 31 likes.



Goal: Create and manage DLP events to increase Downtown visitorship, event attendance and revenue and sales of our businesses.

- I. **DLP/DLMD Annual Meeting & Awards of Excellence Presented by Republic Bank.**
 - A. Survey capacity limits at downtown venues.
 - B. Determine location and begin process of creative COVID-19 appropriate event.
 - C. Complete first draft of 2020 Annual Report.
- II. **Central Bank Thursday Night Live.**
 - A. Continue to monitor similar schedules and announcements of similar events in Lexington and related markets.
 - B. Continue working on RFPs/vendor applications for 2021 season.
- III. **Triangle Park.**
 - A. Determined needs for Café tenant and finalized RFP for two “pilot season” vendors.
 - B. Researched new event ideas, including a wine festival and an art/craft festival for fall.
 - C. Engaged with The Bourbon Chase staff to determine necessary steps for 2021 event.
- IV. **Event. Committee.**
 - A. Host meeting of DLP Events Committee.
 - J. Drennan, Field & Main.
 - M. Whitney, Keeneland.
 - M. Herald, CHI Saint Joseph Health.
 - B. Harmon, Breeders’ Cup.
 - K. Mullins, Cowgill Properties.
 - D. Lockhart, CHI Saint Joseph Health.

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.



I. Grow and activate DLP Membership.

A. Membership Renewals.

1. McBrayer (Stakeholder).
2. Fayette County Farm Bureau (Patron).
3. First United Methodist Home (Patron).
4. Clay Ingels Company, LLC (Advisor).
5. Lexington Public Library (Patron).
6. Walther, Gay & Mack, PLC (Patron).
7. LexArts, Inc. (Patron).
8. Bluegrass Greensource (Patron).
9. The Living Arts and Science Center (Patron).
10. Bluegrass Valuation Group, LLC (Patron).
11. Blue Grass Community Foundation (Patron).
12. Urban League of Lexington-Fayette County (Patron).
13. Bella Rose (Merchant).
14. Bluegrass Kettle Masters (Patron).
15. Gray (Patron).



B. Upgraded Memberships.

1. CycleYou Lexington (Merchant).

C. New Memberships.

1. LexLive (Stakeholder).
2. Cowgill Inc. (Leader).
3. Horse and Jockey Pub (Merchant).
4. Tilted Kilt (Merchant).



D. Activate Membership.

1. Follow-up on first half of the year (January – May 2021) membership renewals.
2. Held first board Membership and sponsorship committee meeting on 3/24/2021.
3. Held the following membership/sponsorship meetings:
 - M. Blankenhorn, Marker's Mark.
 - L. Wood, Child Neurology Foundation.
 - T. Queenan, Lexington Equine Insurance.
 - K. Van Camp, Jackson Kelly.
 - J. Allen, Republic Bank.
 - A. Lanning, MetroNet.
 - D. Yokel, Vintage Lux Up and Dindy Co. PR.
 - A. Withers, Delivery Co-op.
4. Collaborated with H. Stiles, DLP Membership and Development Coordinator to develop St. Patrick's Day membership promotion, Leprechaun Scavenger Hunt. Recruiting 12 members to participate, resulting in 141 text message entries.
5. Updated membership pages on the website.

II. Recruit Sponsorships.

A. Grow and Develop DLP Sponsorships



1. Collaborated with Maker's Mark to expand their Thursday Night Live to encompass all of DLP's events.
2. Confirmed Republic Bank's presenting sponsorship for State of Downtown.

MANAGE DLP

For DLP to be successful it must manage and leverage the time, talents and resources of our staff, board and partners.

Goal: Develop strong, effective partnerships with collaborating organizations by aligning missions and priorities and leveraging resources to create a vibrant Downtown.

- I. Downtown Lexington Management District (DLMD).**
 - A. Participated in Jake Gibb's memorail plaque dedication.
 - B. Managed DLP/DLMD Reopening and Recovery Grant program.
 - C. Managed Block By Block ambassadors.
 - D. Invoiced DLMD for monthly management fee.
 - E. Developed board packet and helped host DLMD board meeting.
- II. LexPark**
 - A. Attended monthly board meeting via zoom.

Goal: Develop and manage an organization that has a cultural of achievement and capacity, funding, information and technology to successfully pursue its comprehensive mission and achieve the Downtown vision and demonstrate our relevance and positive tangible results.

- I. Build DLP's organizational capacity.**
 - A. DLP Board Management:
 1. Convened DLP Executive Committee via Zoom.
 2. Updated financials and finalized February minutes.
 - B. Managed staff.
 1. Continued working remotely.
 2. Conducted weekly Zoom staff meetings.
- II. Financial and Office Management:**
 - A. Payroll Protection Program (PPP).
 - B. Reviewed payroll tax credit calculations.
 - C. Managed bookkeeper, R. Hall, Beston and Dieruf.
 - D. Managed Prepared monthly financial reports.
 - E. Processed invoices and checks.
 - F. Coordinated payroll.
 - G. Reconciled bank accounts.



DOWNTOWN LEXINGTON PARTNERSHIP (DLP)

DLP is the umbrella downtown organization providing a single point of contact and accountability and a coordinated approach to downtown revitalization and management. DLP works in close collaboration with the Downtown Lexington Management District (DLMD). DLMD has a separate board of directors that contracts with the DLP to manage its programs and services. Together the two organizations work to develop, manage and market downtown.

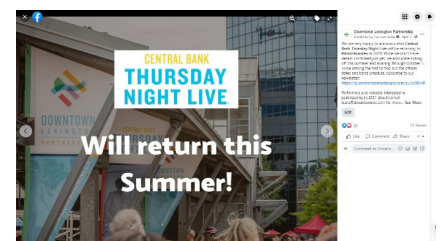
April 2021 Activity Report

April saw a lot of planning for upcoming events as we begin to transition for a return to some normalcy. Upcoming events include the joint **DLP/DLMD Annual Meeting and Awards of Excellence** presented by Republic Bank which will take place 11 a.m., Monday May 24 and our **State of Downtown and State of Downtown** presented by Republic Bank scheduled for June 23.

We continue to work with the City of Lexington to plan a safe return **Central Bank Thursday Night Live** later this summer depending on restrictions being lifted. Stay tuned for future announcements!

Sincerely,

Terry Sweeney
President/CEO





DEVELOP DOWNTOWN

DLP works with the DLMD, City of Lexington and other public and private sector partners to develop Downtown and enhance placemaking, beautification and accessibility.

Goal: Attract new businesses, development and residences; increase sales activity and street level occupancy and improve existing buildings and urban design.

- I. **Plan downtown development.**
 - A. Discussed Short St. plan and future planning projects with S. Harvey, Lord Aek Sargent.
- II. **Managed DLP Real Estate Committee.**
 - A. Convened April meeting.
 - B. Reviewed data for State of Downtown Report and draft program outline.
- III. **Attract new businesses and development and increase street level occupancy.**
 - A. Managed the business recovery and reopening grant.
 - B. Managed the property improvement grant.
- IV. **Document and report the economic activity and impact of Downtown.**
 - A. Updated New Project List.

Goal: Create inspiring public places and a Downtown environment that helps attract new businesses, development and customers; increases sales activity and street level occupancy and enhances the Downtown experience.

- I. **Improve beautification, public spaces and placemaking.**
 - A. Issued Triangle Park Request For Proposal (RFP) for Café operator.

MANAGE AND MAINTAIN DOWNTOWN

DLP manages DLMD programs designed to create a clean and safe Downtown and providing additional financial support for art projects and economic development programs.

Goal: Maintain an environment that helps attract new businesses, development and residences; increases sales activity and street level occupancy and improves existing buildings and urban design.

- I. **Improve Cleanliness and Perceptions of Cleanliness.**
 - A. Downtown Lexington Management District (DLMD) Ambassador Team tracking.
DLMD's cleaning crew recorded the following activity:



1. 2,309 pounds of debris and trash collected.
2. 1,709 sanitized block faces.
3. 106 block faces of weed abatement.
4. 85 hospitality assistance.
5. 84 graffiti sites and stickers removed/painted over.
6. 26 sidewalk drains cleared.
7. 21 hours of power washing.
8. 19 panhandling.
9. 10 motorist assists.
10. 10 business contacts.
11. 13 feces cleanup.
12. 2 bags of leaves.
13. 1 requests for police.
14. 1 Loitering observed.
15. 0 billy goat hours.



- B. Manage the DLMD Ambassador program.
- C. Reviewed DLMD Grants in-process.

MARKET AND PROGRAM DOWNTOWN. ATTRACT RESOURCES AND MOBLIZE BUISNESSES.

DLP leads the effort to attract customers through marketing and programming, and attract resources, mobilize downtown businesses and DLP members and building and manage partnerships.

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

I. Market and Promote Downtown and Businesses.

- A. Maintained and made updates to the website as needed.
- B. Created and published content for DLP website including blog posts.
 1. Easter in #downtownlex
 2. Derby in #downtownlex
- C. Drafted materials for and ran social media promoting downtown events, member news and promotions, DLP updates and blog content.
- D. Continued work with intern including aligning their tasks with their internship goals and coordinated assignments throughout the month with Membership Department.
- E. Stayed up to date with all departments on marketing goals and content.



F. Implemented social media and e-marketing plan.

1. Sent four electronic newsletters to mailing list of roughly 4,800 people.

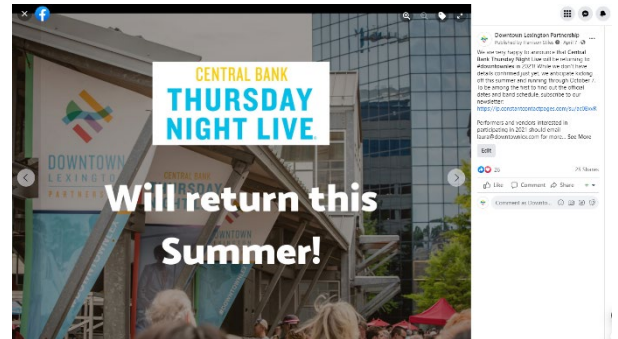
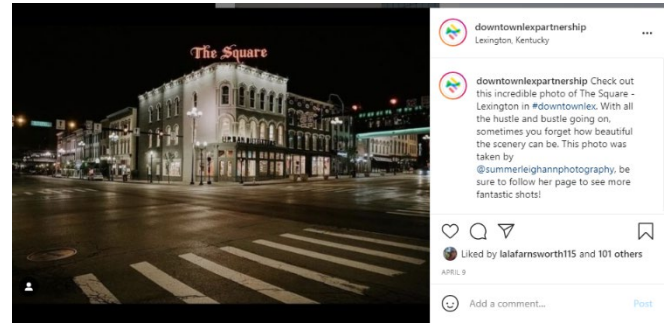
- 24,993 sends.
- 5,176 unique opens.
- Open Rate: 22% (9% higher than industry avg).
- Click Rate: 20% (16% higher than industry avg).

2. Website:

- 4,672 Users (4,558 new users).
- 5,239 sessions.
- Pageviews: 8,738.
- Avg session duration: 0:50.
- Acquisition:
 - Organic Search: 3,900 (83%).
 - Direct: 610 (13%).
 - Social Media: 142 (3%).
 - Referral: 59 (1%).

3. Social Media

- Facebook:
 - 25 posts.
 - Reach: 10,956 (495 avg.).
 - Impressions: 11,429 (516 avg.).
 - Followers: 8,753 (-10).
 - Page likes: 8,656 (+0).
 - Engagement rate: 7.9%.
- Instagram:
 - 24 posts.
 - Engagement rate: 4%.
 - Comments: 31
 - Reach: 20,903 (avg. 871).
 - Impressions: 29,578 (avg. 874).
 - Followers: 4,667 (+250).
- Twitter:
 - 12 tweets.
 - 9,207 Impressions.
 - -20 Followers.
 - Engagement Rate: 0.5%.
 - 3 Retweets, 6 likes.





Goal: Create and manage DLP events to increase Downtown visitorship, event attendance and revenue and sales of our businesses.

- I. DLP/DLMD Annual Meeting & Awards of Excellence Presented by Republic Bank.**
 - A. Met with video producer and begin outlining agenda and video for event.
 - 1. M. Breeding, Michael Breeding Media
 - B. Completed first draft of 2020 Annual Report.
 - C. Determined Awards of Excellence Winners.

- II. Central Bank Thursday Night Live.**
 - A. Met with Mayor's Office & Parks & Recreation staffs to determine fencing options and explore start date options.
 - 1. H Lyons, Office of the Mayor
 - 2. M. Conrad, Division of Parks & Recreation
 - 3. C. Cooperrider, Division of Parks & Recreation
 - 4. B. Rogers, Division of Parks & Recreation.
 - B. Continue to monitor similar schedules and announcements of similar events in Lexington and related markets.
 - C. Continue working on RFPs/vendor applications for 2021 season.
 - D. Complete site visits with potential vendors.

- III. Triangle Park.**
 - A. Released RFP for two "pilot season" vendors.
 - B. Began process to have café professionally deep cleaned prior to 2021 season.
 - C. Researched new event ideas, including a wine festival and an art/craft festival for fall.

- IV. Downtown Spirit Networking Series**
 - A. Held virtual meetings to determine 2021 locations.
 - 1. J. Drennan, Field & Main Bank.
 - 2. Deborah Green, Barney Miller's.

- V. Downtown Christmas Parade**
 - A. Held a virtual meeting with UK Professor with an event planning class regarding a fall semester project involving the Christmas Parade.
 - 1. M. Witt, University of Kentucky.

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

- I. Grow and activate DLP Membership.**
 - A. Membership Renewals.
 - 1. Community Trust Bank (Stakeholder).





2. Sturgill, Turner, Barker & Moloney (Advisor).
 3. Sts. Peter & Paul Regional Catholic School (Patron).
 4. Republic Bank (Stakeholder).
 5. Kentucky Growers Insurance Co. (Merchant).
 6. Kentucky Eagle (Stakeholder).
 7. Lexington Brewing and Distilling Co (Stakeholder).
 8. A Cup of Common Wealth (Patron).
 9. Xpress Valet (Merchant).
 10. WesBanco (Stakeholder).
 11. Tony's Steak and Seafood (Merchant).
 12. Sav's Grill (Merchant).
 13. Hilton Lexington Downtown (Leader).
 14. 21c Museum Hotel (Advisor).
 15. Kinetic by Windstream (Leader).
 16. Marriott City Center (Leader).
- B. Upgraded Memberships.
1. Traditional Bank (Leader).
- C. New Memberships.
1. Breeders' Cup (Leader).
 2. Creaux (Merchant).
 3. CRM Companies (Stakeholder).
 4. Metronet (Stakeholder).
- D. Activate Membership.
1. Follow-up on first half of the year (January – May 2021) membership renewals.
 2. Prepare second half of the year (June – October 2021) membership renewals.
 3. Held the following membership/sponsorship meetings:
 - J. Drennan, Field & Main Bank.
 - B. Larson, Corto Lima and ItalX.
 - B. Henderson, Southern Deli and Tavern.
 - R., Mixed on Main
 - A. Lanning, Metronet.
 - A. Canada, Cane's.
 - H. Sloan, UK Federal Credit Union (UKFCU).
 - W. El-Amin, Alfalfa's.
 - D. Adamson & R. Foster, Traditional Bank.
 - G. Hoagland, White Oak Real Estate/Greer Companies.
 - J. Lindsey, Kinetic by Windstream.
 4. Attend the UKFCU ribbon cutting with Marketing and Event Coordinator, H. Stiles and 2021 Board President, S. Kelly.
 5. Held DLMD/DLP Grant Committee meeting, one Property Improvement Grant awarded for \$7,500 to 115-117 W. Short Street.



II. Recruit Sponsorships.

DOWNTOWN SPIRIT, KENTUCKY SOUL.



- A. Grow and Develop DLP Sponsorships
 - 1. Confirmed the Block by Block as a Platinum Sponsor of the Annual Meeting and Awards of Excellence.
 - 2. Confirmed the following Gold Sponsors for the Annual Meeting and Awards of Excellence: Central Bank, Dinsmore & Shohl, Hilton Downtown Lexington, Kentucky Utilities, Lextran, Maker's Mark, and Traditional Bank.
 - 3. Confirmed Republic Bank's Presenting Sponsorship for State of Downtown and received sponsorship payment.
 - 4. Received sponsorship payment for Field & Main Bank's Presenting Sponsorship of the Downtown Spirit Networking Series.
 - 5. Confirmed Metronet's sponsorship of two TNL Night Sponsorships and the fall Mayfest event.
 - 6. Confirmed and received payment for Louisville Geek's TNL Night Sponsorship.



MANAGE DLP

For DLP to be successful it must manage and leverage the time, talents and resources of our staff, board and partners.

Goal: Develop strong, effective partnerships with collaborating organizations by aligning missions and priorities and leveraging resources to create a vibrant Downtown.

- I. **Downtown Lexington Management District (DLMD).**
 - A. Managed DLP/DLMD Reopening and Recovery Grant program.
 - B. Managed Block By Block ambassadors.
 - C. Invoiced DLMD for monthly management fee.
 - D. Began working with J. Frazier, McBrayer to review and revise DLMD budget in preparation for the board meeting.
 - E. Prepare and distributed DLMD board packet.
- II. **LexPark**
 - A. Attended monthly board meeting via zoom.

Goal: Develop and manage an organization that has a cultural of achievement and capacity, funding, information and technology to successfully pursue its comprehensive mission and achieve the Downtown vision and demonstrate our relevance and positive tangible results.

- I. **Build DLP's organizational capacity.**



- A. DLP Board Management:
 - 1. Convened DLP Board meeting via Zoom.
 - 2. Updated financials and finalized March minutes.
 - 3. Completed board recruitment.
 - 4. Convened DLP working committees:
 - Real Estate
 - Marketing
 - Events
 - Membership and Sponsorship
 - B. Managed staff.
 - 1. Returned staff to the office.
 - 2. Conducted weekly staff meetings.
- II. Financial and Office Management:**
- A. Reviewed payroll tax credit calculations.
 - B. Managed bookkeeper, R. Hall, Beston and Dieruf.
 - C. Managed Prepared monthly financial reports.
 - D. Processed invoices and checks.
 - E. Coordinated payroll.
 - F. Reconciled bank accounts.



DOWNTOWN LEXINGTON PARTNERSHIP (DLP)

DLP is the umbrella downtown organization providing a single point of contact and accountability and a coordinated approach to downtown revitalization and management. DLP works in close collaboration with the Downtown Lexington Management District (DLMD). DLMD has a separate board of directors that contracts with the DLP to manage its programs and services. Together the two organizations work to develop, manage and market downtown.

May 2021 Activity Report

In May, DLP hosted its first in-person event in 15 months when 150 members gathered at the Hilton Hotel Downtown on Monday, May 24th for the **DLP/DLMD Annual Meeting and Awards of Excellence preseted by Republic Bank**. At the event, DLP approved its slate of officers and board members which grows the board to more than 40 members and presented the achievements of DLP/DLMD over the last 12 months against the backdrop of the 2020 pandemic. Key achievements included:

- Developed a joint DLP/DLMD business recovery and reopening grant program providing a pool of \$80,000 to fund grants to 34 businesses leveraging \$288,592.
- Obtained nearly \$1.9 million dollars of in-kind support and services for events and marketing since 2017 including \$217,000+ in 2020.
- DLP applied and granted \$83,100 Payroll Protection Program.
- Created and published quarterly new project list documenting \$478 million in recently completed projects and \$994 million of projects in the pipeline due to be completed by 2025.

In June, DLP and DLMD will present economic indicators benchmarking the health of downtown and the toll the pandemic had on it and our businesses at **State of Downtown and State of Downtown presented by Republic Bank** scheduled for June 23.

Sincerely,

Terry Sweeney
President/CEO





DEVELOP DOWNTOWN

DLP works with the DLMD, City of Lexington and other public and private sector partners to develop Downtown and enhance placemaking, beautification and accessibility.

Goal: Attract new businesses, development and residences; increase sales activity and street level occupancy and improve existing buildings and urban design.

- I. **Plan downtown development.**
 - A. Discussed Short St. plan and future planning projects with S. Harvey, Lord Aek Sargent.
- II. **Managed DLP Real Estate Committee.**
 - A. Convened May meeting.
 - B. Discussed conducting apartment market survey.
- III. **Attract new businesses and development and increase street level occupancy.**
 - A. Managed the business recovery and reopening grant.
 - B. Managed the property improvement grant.
- IV. **Document and report the economic activity and impact of Downtown.**
 - A. Updated New Project List.
 - B. State of Downtown Report:
 1. Created merchant and commercial office survey and obtained results.
 2. finalized data collection for:
 - Customer Base
 - Commercial Real Estate
 - Mobility and Transit
 - Living and Quality of Life
 3. Finalized report copy and sent to Cornett.
 4. Began program and video script and recording.

Goal: Create inspiring public places and a Downtown environment that helps attract new businesses, development and customers; increases sales activity and street level occupancy and enhances the Downtown experience.

- I. **Improve beautification, public spaces and placemaking.**
 - A. Work with Triangle Park Foundation to re-purpose café space.

MANAGE AND MAINTAIN DOWNTOWN

DLP manages DLMD programs designed to create a clean and safe Downtown and providing additional financial support for art projects and economic development programs.



Goal: Maintain an environment that helps attract new businesses, development and residences; increases sales activity and street level occupancy and improves existing buildings and urban design.

I. Improve Cleanliness and Perceptions of Cleanliness.

A. Downtown Lexington Management District (DLMD) Ambassador Team tracking.

DLMD's cleaning crew recorded the following activity:

1. 1,502 pounds of debris and trash collected.
2. 1,060 sanitized block faces.
3. 334 block faces of weed abatement.
4. 151 hospitality assistance.
5. 79 graffiti sites and stickers removed/painted over.
6. 50 sidewalk drains cleared.
7. 24 hours of power washing.
8. 19 panhandling.
9. 41 motorist assists.
10. 14 business contacts.
11. 2 feces cleanup.
12. 0 bags of leaves.
13. 3 requests for police.
14. 1 Loitering observed.
15. 0 billy goat hours.



B. Manage the DLMD Ambassador program.

C. Reviewed DLMD Grants in-process.

MARKET AND PROGRAM DOWNTOWN. ATTRACT RESOURCES AND MOBLIZE BUISNESSES.

DLP leads the effort to attract customers through marketing and programming, and attract resources, mobilize downtown businesses and DLP members and building and manage partnerships.

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

I. Market and Promote Downtown and Businesses.

- A. Maintained and made updates to the website as needed.
- B. Created and published content for DLP website including blog posts
 1. Mother's Day.
- C. Drafted materials for and ran social media promoting downtown events, member news and promotions, DLP updates and blog content.
- D. Prepared for kickoff of DowntownLEX Together, including commissioning poster updates, drafting social calendar, and printing posters and table tents for distribution.
- E. Continued work with interns, including aligning their tasks with their internship goals and coordinated assignments throughout the month with Membership Department.



F. Stayed up to date with all departments on marketing goals and content.

G. Implemented social media and e-marketing plan.

1. Sent four electronic newsletters to mailing list of roughly 5,250 people.

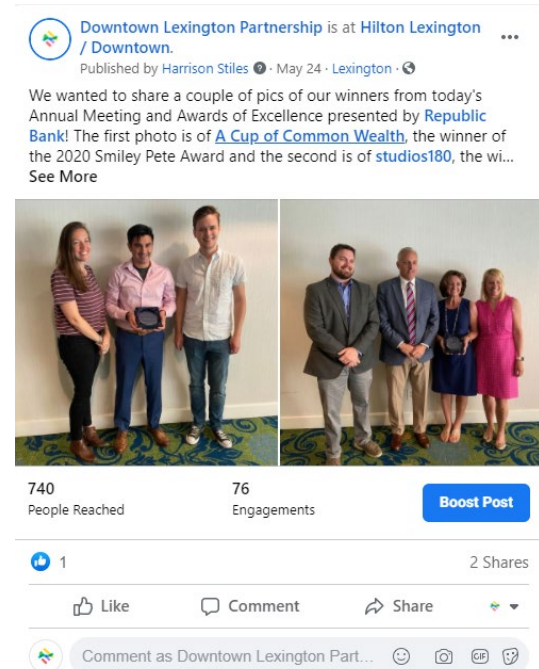
- 20,912 sends.
- 5,205 unique opens.
- 1,352 clicks.
- Open Rate: 26% (5% higher than industry avg).
- Click Rate: 26% (24% higher than industry avg).

2. Website:

- 6,862 Users (6,649 new users).
- 7,740 sessions.
- Pageviews: 12,512.
- Avg session duration: 0:51.
- Acquisition:
 - Organic Search: 5,398 (79%).
 - Direct: 1,219 (18%).
 - Social Media: 172 (3%).
 - Referral: 91 (1%).
- Most Viewed Page:
 - CBTNL: 2,756 page views (22%)

3. Social Media

- Facebook:
 - 24 posts.
 - Reach: 6,148 (256 avg.).
 - Impressions: 12,396 (517 avg.).
 - Followers: 8,768 (+13).
 - Page likes: 8,666 (+10).
 - Engagement rate: 6.1%.
- Instagram:
 - 24 posts.
 - Comments: 38
 - Reach: 22,714 (avg. 946).
 - Impressions: 24,378 (avg. 1,016).
 - Followers: 4,789 (+122).
- Twitter:
 - 14 tweets.
 - 12,300 Impressions.
 - -110 Followers.
 - Engagement Rate: 0.7%.
 - 11 Retweets, 22 likes.





Goal: Create and manage DLP events to increase Downtown visitorship, event attendance and revenue and sales of our businesses.

I. DLP/DLMD Annual Meeting & Awards of Excellence Presented by Republic Bank.

- A. Event attended by 135 guests.
- B. 15 Awards of Excellence winners were recognized (2020-2021).
- C. 5 volunteer hours were given by DLP Event Committee members.
- D. DLP/DLMD video finalized and screened during event, posted to website.

II. Central Bank Thursday Night Live.

- A. Determine alcohol/concessions vendors for 2021 season.
- B. Determine procedure to operate event as COVID precautions as eased.
- C. Hire 15 bands, sound production company.

IV. Downtown Spirit Networking Series.

- A. Finalize 2021 dates/locations.

V. State of Downtown.

- A. Begin program/video design.
- B. Design Survey Monkey surveys to capture data for event.

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

I. Grow and activate DLP Membership.

- A. Membership Renewals.
 - 1. Lord Aeck Sargent (Advisor).
 - 2. Field & Main Bank (Leader).
 - 3. Lextran (Leader).
 - 4. Failte Irish Imports (Merchant).
 - 5. Dentons Bingham Greenebaum (Leader).
 - 6. Goodfellas Pizzeria (Merchant).
 - 7. Messer Construction (Advisor).
 - 8. Mary Todd Lincoln House (Patron).
 - 9. Savane Silver (Merchant).
 - 10. Kring, Ray, Farley, & Riddle, PSC.
- B. New Memberships.
 - 1. Padgett Construction (Patron).
- C. Activate Membership.
 - 1. Sent out second half of the year renewals (June – October 2021)
 - 2. Held Membership and Sponsorship Committee meeting, focusing on 2019 and 2020 non-renewals.
 - 3. Held the following membership/sponsorship meetings:





- E. Elliott, Lextran
 - R. Savane, Savane Silver
 - J. Drennan, Field & Main Bank
 - L. Brown, Cane's
 - 4. Attend the New Vista – Mural Dedication
 - 5. In conjunction with Marketing held a Merchant Zoom meeting to kick-off DowntownLEX Together presented by Central Bank
- II. Recruit Sponsorships.**
- A. Grow and Develop DLP Sponsorships
- 1. Toured Downtown Spirit Speaker Series presented by Field & Main Bank venue to prepare for event.
 - 2. Confirmed Republic Bank and Baird's Sponsorship for State of Downtown and received sponsorship payment.
 - 3. Confirmed the following Central Bank Thursday Night Live, Night Sponsorships: Red Mile, NiSource/Columbia Gas and Pepsi.
 - 4. Confirmed G&J Pepsi's stage sponsorship July '21 - December '22.

MANAGE DLP

For DLP to be successful it must manage and leverage the time, talents and resources of our staff, board and partners.

Goal: Develop strong, effective partnerships with collaborating organizations by aligning missions and priorities and leveraging resources to create a vibrant Downtown.

- I. Downtown Lexington Management District (DLMD).**
- A. Developed board packet and sent board packet.
 - B. Assisted with hosting board meeting.
 - C. Managed DLP/DLMD Reopening and Recovery Grant program.
 - D. Managed Block By Block ambassadors.
 - E. Invoiced DLMD for monthly management fee.
 - F. Developed new communication plan.
- II. LexPark**
- A. Attended monthly board meeting via zoom.

Goal: Develop and manage an organization that has a cultural of achievement and capacity, funding, information and technology to successfully pursue its comprehensive mission and achieve the Downtown vision and demonstrate our relevance and positive tangible results.

- I. Build DLP's organizational capacity.**
- A. DLP Board Management:



1. Convened DLP Executive Committee meeting via Zoom.
2. Updated financials and finalized April minutes.
3. Conducted annual meeting and approved slate of officers and board members.
4. Convened DLP working committees:
 - Real Estate
 - Marketing
 - Events
 - Membership and Sponsorship

B. Developed Annual Report

1. Finalized content and sent to Cornett to report.
2. 225 copies printed by Print Lex and distributed at Annual Meeting.
3. Electronic copy of report posted on website.

C. Managed staff.

1. Conducted weekly staff meetings.

II. Financial and Office Management:

- A. Reviewed payroll tax credit calculations.
- B. Managed bookkeeper, R. Hall, Beston and Dieruf.
- C. Managed Prepared monthly financial reports.
- D. Processed invoices and checks.
- E. Coordinated payroll.
- F. Reconciled bank accounts.





DOWNTOWN LEXINGTON PARTNERSHIP (DLP)

DLP is the umbrella downtown organization providing a single point of contact and accountability and a coordinated approach to downtown revitalization and management. DLP works in close collaboration with the Downtown Lexington Management District (DLMD). DLMD has a separate board of directors that contracts with the DLP to manage its programs and services. Together the two organizations work to develop, manage and market downtown.

June 2021 Activity Report

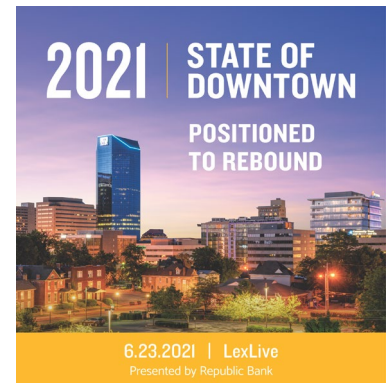
The return to normalcy continued to gain momentum in June as DLP and DLMD hosted the **State of Downtown preseted by Republic Bank** presentation and reception at LexLive attended by 130 community leaders and stakeholders. A copy of the State of Downtown report is available to review on line or download at [State of Downtown Report - 2021 by downtownlex - issuu](#).

DLP also hosted our first bi-monthly **Downtown Spirit Networking Series Presented by Field & Main Bank** at the Field and Main Bank building attended by 65 members and stakeholders that was highlighted with a great city view from the roof top amenity space and tour of the model condo unit at the **Residences at 369 E. Main St.**

The real return to normalcy begins **July 1** with the return of **Central Bank Thursday Night Live** at the Fifth Third Pavilion. Be sure to join us July 1 or any Thursday evening July through October.

Sincerely,

Terry Sweeney
President/CEO





DEVELOP DOWNTOWN

DLP works with the DLMD, City of Lexington and other public and private sector partners to develop Downtown and enhance placemaking, beautification and accessibility.

Goal: Attract new businesses, development and residences; increase sales activity and street level occupancy and improve existing buildings and urban design.

- I. **Managed DLP Real Estate Committee.**
 - A. Convened April meeting.
 - B. Reviewed data for State of Downtown Report and draft program outline.
- II. **Attract new businesses and development and increase street level occupancy.**
 - A. Managed the business recovery and reopening grant.
 - B. Managed the property improvement grant.
- III. **Document and report the economic activity and impact of Downtown.**
 - A. Updated New Project List.
 - B. Finalized State of Downtown Report and video.
 - C. Hosted State of Downtown at Lex Live featuring live presentation and expert panel attended by 130.

Goal: Create inspiring public places and a Downtown environment that helps attract new businesses, development and customers; increases sales activity and street level occupancy and enhances the Downtown experience.

- I. **Improve beautification, public spaces and placemaking.**
 - A. Discussed donating café to LFUCG Parks and Recreation who are reviewing how to remove café.

MANAGE AND MAINTAIN DOWNTOWN

DLP manages DLMD programs designed to create a clean and safe Downtown and providing additional financial support for art projects and economic development programs.

Goal: Maintain an environment that helps attract new businesses, development and residences; increases sales activity and street level occupancy and improves existing buildings and urban design.

- I. **Improve Cleanliness and Perceptions of Cleanliness.**
 - A. Downtown Lexington Management District (DLMD) Ambassador Team tracking.
DLMD's cleaning crew recorded the following activity:



1. 1,347 pounds of debris and trash collected.
 2. 1,060 sanitized block faces.
 3. 334 block faces of weed abatement.
 4. 151 hospitality assistance.
 5. 79 graffiti sites and stickers removed/painted over.
 6. 50 sidewalk drains cleared.
 7. 35 hours of power washing.
 8. 19 panhandling.
 9. 41 motorist assists.
 10. 14 business contacts.
 11. 2 feces cleanup.
 12. 2 bags of leaves.
 13. 5 requests for police.
 14. 1 Loitering observed.
 15. 0 billy goat hours.
- B. Manage the DLMD Ambassador program.
- C. Reviewed DLMD Grants in-process.
- D. Signed new MOU.



MARKET AND PROGRAM DOWNTOWN. ATTRACT RESOURCES AND MOBLIZE BUISNESSES.

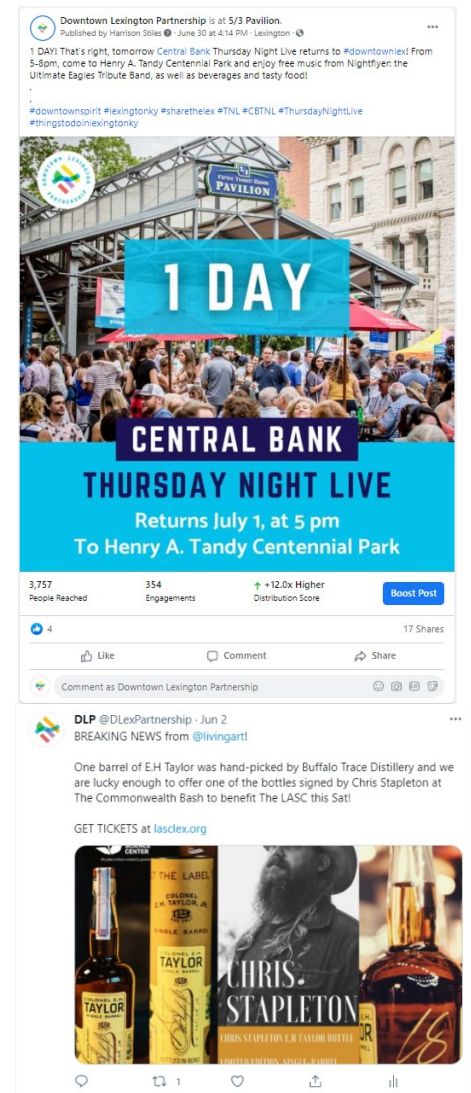
DLP leads the effort to attract customers through marketing and programming, and attract resources, mobilize downtown businesses and DLP members and building and manage partnerships.

Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

- I. Market and Promote Downtown and Businesses.**
- A. Maintained and made updates to the website as needed.
 - B. Created and published content for DLP website.
 - C. Drafted materials for and ran social media promoting downtown events, member news and promotions, DLP updates and blog content.
 - D. Created content for DowntownLEX Together, distributed information to local media outlets, and distributed information and content to members.
 - E. Coordinated with Cornett to implement design and content changes for State of Downtown and Annual Meeting.
 - F. Designed multiple pieces for use at events and online for promotion of events.
 - G. Continued work with interns, including aligning their tasks with their internship goals and coordinated assignments throughout the month with Membership Department.
 - H. Stayed up to date with all departments on marketing goals and content.



- I. Implemented social media and e-marketing plan.
 1. Sent four electronic newsletters to mailing list of roughly 5,250 people.
 - 21,836 sends.
 - 4,877 unique opens.
 - 1,009 clicks.
 - Open Rate: 24% (3% higher than industry avg).
 - Click Rate: 21% (19% higher than industry avg).
 2. Website:
 - 11,375 Users (10,977 new users).
 - 13,376 sessions.
 - Pageviews: 21,958.
 - Avg session duration: 1:00.
 - Acquisition:
 - Organic Search: 8,615 (76%).
 - Direct: 2,208 (19%).
 - Social Media: 504 (4%).
 - Referral: 164 (1%).
 - Most Viewed Page:
 - CBTNL: 4,893 (22%).
 3. Social Media
 - Facebook:
 - 27 posts.
 - Reach: 30,296 (1,122 avg.).
 - Impressions: 31,448 (1,164 avg.).
 - Followers: 8,768 (+13).
 - Page likes: 8,666 (+10).
 - Engagement rate: 8.3%.
 - Instagram:
 - 27 posts.
 - Comments: 31
 - Reach: 24,508 (avg. 908).
 - Impressions: 28,180 (avg. 1,044).
 - Followers: 4,911 (+71).
 - Twitter:
 - 11 tweets.
 - 7,142 Impressions.
 - -16 Followers.
 - Engagement Rate: 0.8%.
 - 4 Retweets, 11 likes.





Goal: Create and manage DLP events to increase Downtown visitorship, event attendance and revenue and sales of our businesses.

I. State of Downtown Presented by Republic Bank.

- A. Held three meetings at Lex Live (event venue) regarding production and logistics.
 - 1. B. Wren, Lex Live
 - 2. C. Jones, Lex Live
 - 3. J. Ortiz, Lex Live
 - 4. K. Stephens, Audio Visual Techniques
 - 5. M. Breeding, Michael Breeding Media
- B. Arranged 20 in-person “expert” interviews for event video.
- C. Event attended by 130 guests.

II. Central Bank Thursday Night Live.

- A. Met with Parks & Recreation staff to determine operating procedure.
 - 1. M. Conrad, Division of Parks & Recreation
 - 2. C. Cooperrider, Division of Parks & Recreation
 - 3. B. Rogers, Division of Parks & Recreation.
- B. Arrange radio coverage and onsite schedule with Cumulus Media.
- C. Determine beverage offerings and secure appropriate licensing.
- D. Secure staffing and volunteers to assist in beverage serving.
- E. Perform site visit with new alcohol vendor to determine layout.

IV. Downtown Spirit Networking Series Presented by Field & Main Bank.

- A. Arrange for appropriate needs for event: tables, catering/alcohol, vouchers.
- B. First event held at Field & Main Bank attended by 65 guests
- C. Arranged for tour of condominiums.

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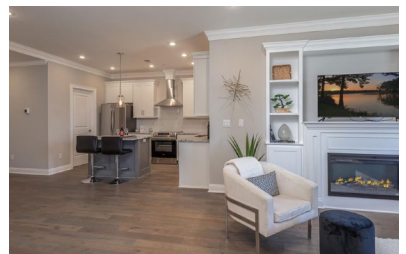
I. Grow and activate DLP Membership.

- A. Membership Renewals.
 - 1. Kentucky Utilities Co. (Advisor).
 - 2. Rotary Club of Lexington (Patron).
 - 3. Lyric Theatre (Patron).
 - 4. Words Apart (Patron half-year).
 - 5. Sayre School (Patron).
 - 6. City National Bank (Leader).
 - 7. Bicycle Face (Patron).
 - 8. Dinsmore & Shohl LLP (Merchant).
 - 9. EOP Architects (Merchant).





10. Harvey's Bar (Merchant).
 11. McCarthy's Irish Bar (Patron).
 12. Print LEX (Advisor).
 13. Milward Funeral Directors (Merchant).
 14. Stites & Harbison, PLLC (Advisor).
 15. Town Branch Park (Merchant).
 16. School Sushi (Merchant).
 17. Debra Hensley Agency (Patron).
 18. Mind Over Body (Patron).
 19. Don and Christine Slaughter (Patron).
 20. Lexington Insurance Agency, Inc. (Merchant).
 21. Keeneland (Leader).
 22. Red Mile (Leader).
 23. Kentucky American Water (Leader).
 24. Be Medispa (Merchant).
 25. UK Federal Credit Union (Advisor).
- B. New Memberships.
1. Sawyer-Elder Construction (Advisor).
- C. Activate Membership.
1. Follow-up on second half of the year (June – October 2021) membership renewals.
 2. Held the following membership/sponsorship meetings:
 - K. Molck, Ethereal Brewing Public House.
 - L. Sneed, Lynne Sneed Real Estate.
 - A. Slaughter, RPM Living/The LEX.
 - H. Rackmil, Worlds Apart.
 - M. Elder, Sawyer-Elder Construction.
 - B. Steigerwalt, Meridian Wealth LLC
 3. Met with Ethereal Brewing Public House to develop Instagram Reels to kick-off their grand reopening celebration.
 4. Met with Worlds Apart to kick-off DowntownLEX Together with an Instagram Live, and record video and reels to post later during the program.
 5. Launched DowntownLEX Together on June 16th, distributed print material, and worked with merchants and marketing to develop marketing plan to promote businesses and the program.
 6. Held the first Downtown Spirit Networking Series presented by Field & Main Bank at Field & Main Bank and Condos.
- II. Recruit Sponsorships.
- A. Grow and Develop DLP Sponsorships





1. Recruited Lynne Sneed Real Estate as a co-host sponsor of Downtown Spirit Networking Series presented by Field & Main Bank.
2. Confirmed the following Central Bank Thursday Night Live, Night Sponsorships: The Lex, Raising Canes, Stewart Perry Agency, Steve Hardman – State Farm.
3. Sold-out Night Sponsorships for Central Bank Thursday Night Live (twice!).
4. Received R.W. Baird's presenting sponsorship for The Tree Lighting Ceremony.

MANAGE DLP

For DLP to be successful it must manage and leverage the time, talents and resources of our staff, board and partners.

Goal: Develop strong, effective partnerships with collaborating organizations by aligning missions and priorities and leveraging resources to create a vibrant Downtown.

- I. Downtown Lexington Management District (DLMD).**
 - A. Assisted with developing new Memorandum of Understanding for district amangement with DLMD Executive Committee and excuted new agreement.
 - B. Created new DLP biweekly meeting to manage district.
 - C. Managed DLP/DLMD Reopening and Receovery Grant program.
 - D. Managed Block By Block ambassadors.
 - E. Invoiced DLMD for monthly management fee.
- II. Lexington Fayette Urban County Government**
 - A. Met with M. Conrad and Parks and recreation staff to discuss DLP event partnership.
 - B. Obtained in-kid services for TNL.
- III. LexPark**
 - A. Attended monthly board meeting via zoom.

Goal: Develop and manage an organization that has a cultural of achievement and capacity, funding, information and technology to successfully pursue its comprehensive mission and achieve the Downtown vision and demonstrate our relevance and positive tangible results.

- I. Build DLP's organizational capacity.**
 - A. DLP Board Management:
 1. Convened DLP Board meeting in person and via zoom.
 2. Updated financials and finalized May minutes.
 3. Completed board recruitment.
 4. Convened DLP working committees:
 - Marketing
 - Events
 - Membership and Sponsorship



- B. Managed staff.
 - 1. Conducted weekly staff meetings.
- II. **Financial and Office Management:**
 - A. Reviewed payroll tax credit calculations.
 - B. Managed bookkeeper, R. Hall, Beston and Dieruf.
 - C. Managed Prepared monthly financial reports.
 - D. Processed invoices and checks.
 - E. Coordinated payroll.
 - F. Reconciled bank accounts.