



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.

July 2021 Activity Report

On July 1, DLP hosted the first **Central Bank Thursday Night Live** (TNL) since the end of the 2019 season. In July, DLP hosted a total of five TNL's and we expect to continue hosting TNL's through October. TNL's return should help many of the restaurants and bars that have been severely impacted during the pandemic. Many thanks to our title sponsor Central Bank and all of our nightly sponsors that make TNL possible.

Thanks also to all of our **renewing and new members** who support our mission. You make it possible for DLP to support our downtown businesses and create a vibrant downtown.

Looking forward, next month we will host the second **Downtown Spirit Networking Series presented by Field & Main Bank** at Ethereal Public House. Be sure to join us. Finally we are already planning for the holiday events and downtown ice rink and look forward to seeing downtown this holiday season!

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. Schedule August meeting.
- II. **Attract new businesses and development and increase street level occupancy.**
 - A. Managed the property improvement grant.
- III. **Document and report the economic activity and impact of Downtown.**
 - A. Posted State of Downtown Report on DLP website.
 - B. Began editing video to format to post on DLP website. State of Downtown Report and video.

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.

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. 1,323 pounds of debris and trash collected.
 2. 1,079 sanitized block faces.
 3. 126 block faces of weed abatement.
 4. 177 hospitality assistance.
 5. 29 graffiti sites and stickers removed/painted over.
 6. 9 sidewalk drains cleared.
 7. 24 hours of power washing.
 8. 21 panhandling.
 9. 7 motorist assists.
 10. 6 business contacts.
 11. 2 feces cleanup.
 12. 2 bags of leaves.
 13. 9 requests for police.
 14. 1 Loitering observed.
 15. 1 billy goat hours.
- B. Manage the DLMD Ambassador program.
- C. Reviewed DLMD Grants in-process.



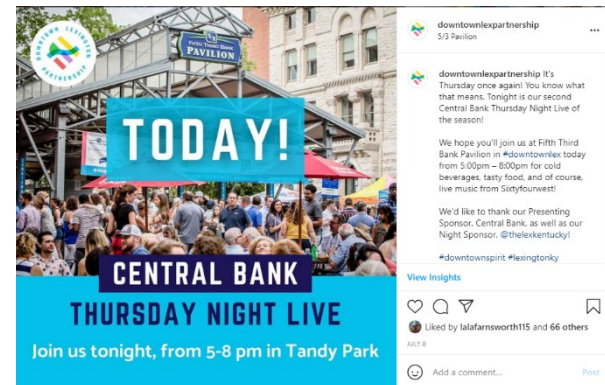
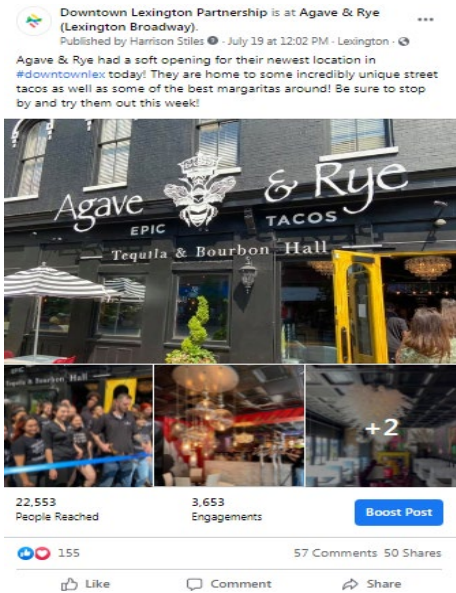
MARKET AND PROGRAM DOWNTOWN. ATTRACT RESOURCES AND MOBLIZE BUISNESSES.
DLP leads the effort to attract customers through marketing and programming, and attract resources, mobilize downtown businesses and DLP members and building and manage partnerships.

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.
 - C. Drafted materials for and ran social media promoting downtown events, member news and promotions, DLP updates and blog content.
 - D. Continued to create content for DowntownLEX Together, promoting it through DLP owned media.
 - E. Convened DLP marketing committee to discuss current and future marketing campaigns.
 - F. Designed graphics 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 5,350 people.



- 28,657 sends.
 - 6,795 unique opens.
 - 1,116 clicks.
 - Open Rate: 25% (4% higher than industry avg).
 - Click Rate: 16% (14% higher than industry avg).
2. Website:
- 12,784 Users (12,326 new users).
 - 15,787 sessions.
 - Pageviews: 24,065.
 - Avg session duration: 0:52.
 - Acquisition:
 - Organic Search: 10,286 (80%).
 - Direct: 2,090 (16%).
 - Social Media: 393 (3%).
 - Referral: 132 (1%).
 - Most Viewed Page:
 - CBTNL: 8,204 (34%).
3. Social Media
- Facebook:
 - 35 posts.
 - Reach: 40,162 (1,147 avg.).
 - Impressions: 29,323 (838 avg.).
 - Followers: 8,983 (+215).
 - Page likes: 8,868 (+202).
 - Engagement rate: 8.3%.
 - Instagram:
 - 34 posts.
 - Comments: 41
 - Reach: 34,186 (avg. 1,005).
 - Impressions: 39,155 (avg. 1,152).
 - Followers: 4,985 (+74).
 - Twitter:
 - 7 tweets.
 - 4,693 Impressions.
 - 11.3K Followers.
 - Engagement Rate: 0.3%.
 - 2 Retweets, 9 likes.





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

- I. **Central Bank Thursday Night Live.**
 - A. Produced five events.
 - B. Recorded 6 volunteer hours with groups from 21C Museum Hotel and Field & Main Bank.
- II. **Downtown Spirit Networking Series Presented by Field & Main Bank.**
 - A. Research logistics for August event.
- III. **FallFest Arts Fair.**
 - A. Begin application process for September event in Triangle Park.

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. R.W. Baird (Stakeholder)
 - 2. WLEX 18 (Advisor).
 - 3. Greer Companies (Advisor).
 - 4. Bluegrass Sotheby's International Realty (Advisor).
 - 5. Hyatt Lexington (Leader).
 - 6. Parkboy Properties (Patron).
 - 7. BaseHere (Merchant).
 - 8. Graze Woodlands (Merchant)
 - 9. Dean Dorton (Advisor).
 - B. New Memberships.
 - 1. MFI Holdings (Stakeholder).
 - 2. Old School Coffee (Patron).
 - 3. Girlsgirlsgirls Burritos (Merchant).
 - 4. Goodwill Industries (Patron).
 - C. Upgraded Memberships.
 - 1. High on Art and Coffee (Merchant).
 - D. Activate Membership.
 - 1. Follow-up on second half of the year (June – October 2021) membership renewals.
 - 2. Held the following membership/sponsorship meetings:
 - C. Jones, LexLive
 - S. Wood, girlsgirlsgirls Burrittos





- T. Whiteside, Louisville/Lexington Geek
 - B. Kerr, Kerr Workplace Solutions
 - 3. Held Membership and Sponsorship Committee Meeting on Wednesday, July 7 at 2pm. Focusing on second half of the year renewals.
 - 4. Continued to promote DowntownLEX Together, distributed print material, and worked with merchants and marketing to develop marketing plan to promote businesses and the program.
 - 5. Attended the Agave & Rye Ribbon Cutting, and am working with their marketing team to get them involved with the DLP.
- II. Recruit Sponsorships.**
- A. Grow and Develop DLP Sponsorships
 - 1. Received G&J Pepsi's Stage Sponsorship for Central Bank Thursday Night Live.
 - 2. Received Metronet and KRM Wagering's Central Bank Thursday Night Live, 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. Obtained approval for DLP management MOU from DLMD board and executed agreement.
 - B. Hosted internal DLP biweekly meeting to manage district.
 - C. Managed grant programs.
 - D. Managed Block By Block ambassadors.
 - E. Invoiced DLMD for monthly management fee.
- II. Lexington Fayette Urban County Government and Commerce Lex.**
 - A. Obtained \$12,000 economic stimulus grant from City of Lexington and signed agreement at Commerce Lex.
 - B. Received in-kind services for TNL in July.
 - C. Attended the Mayor's Downtown Safety Forum.
- III. LexPark**
 - A. Reviewed LPA board packet.

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 Executive Committee 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
 - Scheduled real estate committee meeting

B. Managed staff.

1. Conducted mid-year staff evaluations.
2. Conducted weekly staff meetings
3. Coordinated revised budget projections based on YTD June actuals.

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.



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August 2021 Activity Report

August was an increasingly busier month for downtown. Another full month's worth of **Central Bank Thursday Night Lives** took place attracting thousands to downtown to listen to the music and patronize our businesses. DLP also hosted the second **Downtown Spirit Networking Series presented by Field & Main Bank** at Ethereal Public House attracting 50+ members and other stakeholders.

DLP and Downtown Lexington Management District (DLMD), with help from Hannah LeGris, District 3 and her Legislative Aid, Sally Lambert-Warfield, partnered to submit a downtown proposal to the City for its American Rescue Plan Act (ARPA) funds. The joint proposal includes infrastructure projects for Tandy Park and Short St. as well as public art and funding the downtown grants program. We are waiting next steps but hope the City will view our proposal favorably. Many thanks to Hannah and Sally for their help!

Sincerely,

Terry Sweeney
President/CEO





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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 August meeting.
- II. **Attract new businesses and development and increase street level occupancy.**
 - A. Managed the property improvement grant.
- III. **Document and report the economic activity and impact of Downtown.**
 - A. Posted State of Downtown video on DLP website.

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.

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. 1,281 pounds of debris and trash collected.
 2. 753 sanitized block faces.
 3. 78 block faces of weed abatement.
 4. 129 hospitality assistance.
 5. 46 graffiti sites and stickers removed/painted over.
 6. 10 sidewalk drains cleared.
 7. 14 hours of power washing.
 8. 16 panhandling.
 9. 8 business contacts.
 10. 3 feces cleanup.
 11. 0 bags of leaves.
 12. 3 requests for police.
 13. 6 Loitering observed.
- B. Manage the DLMD Ambassador program.
- C. Reviewed DLMD Grants in-process.



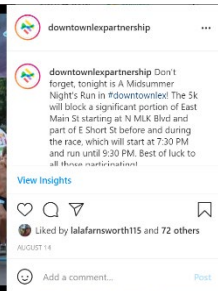
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Goal: Increase sales, visitorship and investment in Downtown and DLP and improve DLP/DLMD visibility through strategic marketing, programming and developing/managing events.

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. Did design work for Lane Report online and print ads.
- E. Designed and had signage printed for Downtown Spirit Networking Series.
- F. Continued work with interns, including aligning their tasks with their internship goals and coordinated assignments throughout the month with Membership Department.
- G. Stayed up to date with all departments on marketing goals and content.
- H. Implemented social media and e-marketing plan.
 1. Sent four electronic newsletters to mailing list of roughly 5,800 people.
 - 23,400 sends.
 - 5,049 unique opens.
 - 689 clicks.
 - Open Rate: 23% (1% higher than industry avg).
 - Click Rate: 14% (12% higher than industry avg).



DOWNTOWN SPIRIT, KENTUCKY SOUL.

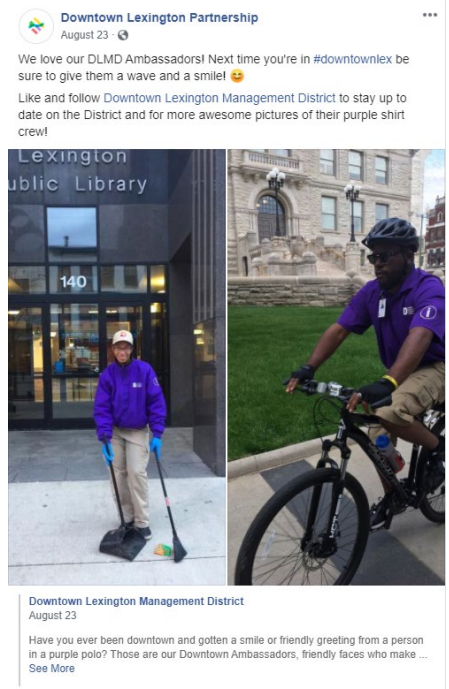


2. Website:

- 7,273 Users (6,872 new users).
- 8,625 sessions.
- Pageviews: 13,981.
- Avg session duration: 0:58.
- Acquisition:
 - Organic Search: 4,789 (66%).
 - Direct: 2,178 (30%).
 - Social Media: 206 (3%).
 - Referral: 123 (1%).
- Most Viewed Page:
 - CBTNL: 3,632 (26%).

3. Social Media

- Facebook:
 - 28 posts.
 - Reach: 18,155 (648 avg.).
 - Impressions: 18,668 (667 avg.).
 - Followers: 9,004 (+236).
 - Page likes: 8,883 (+217).
 - Engagement rate: 3%.
- Instagram:
 - 27 posts.
 - Comments: 24
 - Likes: 887 (avg. 33)
 - Reach: 24,508 (avg. 950).
 - Impressions: 25,639 (avg. 1,059).
 - Followers: 5,060 (+149).
- Twitter:
 - 6 tweets.
 - 5,046 Impressions.
 - -11 Followers.
 - Engagement Rate: 0.3%.
 - 2 Retweets, 12 likes.



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

I. Central Bank Thursday Night Live.

- A. Produced four events.
- B. Recorded 9 volunteer hours with groups from Jeff Ruby's and Keeneland



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

- A. Held second event in series at Ethereal Brewing Public House attended by 50 guests.

III. Christmas Parade.

- A. Met with UK class (ISC471) that will be working alongside DLP staff on the Christmas Parade logistics.

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. Lynn Imaging – Monster Color (Advisor).

B. New Memberships.

1. Melia Realty Inc. (Merchant).
2. Jewish Federation of the Bluegrass (Patron).
3. Lamar Advertising (Patron).

C. Activate Membership.

1. Held the following membership/sponsorship meetings:

- C. Jones, LexLive.
- C. Whelan, Kentucky Utilities Company.
- E. Marcum, G & J Pepsi.
- L. Betz, Failte.
- J. Witt, Insight Risk Management.
- A. Miller, Forcht Bank.
- N. Pitman, The Lane Report.
- P. Kaplan, Fable & Flame.
- J. Valo, OVG Facilities.
- B. Daily, Metronet.
- S. Lancho, Kentucky American Water.
- B. Reinhold, Bluegrass Sotheby's International Realty.
- L. Brown, Raising Cane's Chicken.

2. Awarded the \$500 Grand Prize winner of DowntownLEX Together, Charla H.
3. Plan and attended the Downtown Spirit Networking Series presented by Field & Main Bank at Ethereal Brewing Public House. Attended by nearly 50 individuals.
4. Attended the DLP Real Estate Committee Meeting.
5. Attended Woodland Arts Fair to feature Savane Silver on our Instagram platform and highlight her 25-year anniversary.





6. Worked with Old School Coffee to film material to be featured on our social media platforms.
7. Attended City Safety Meeting held on August 24 at the Marriott City Center.
8. Provided an update to the DLMD Grants Committee and attended the DLMD Marketing Committee Meeting.

II. Recruit Sponsorships.

A. Grow and Develop DLP Sponsorships

1. Received the following Night Sponsorship payments for Central Bank Thursday Night Live: G&J Pepsi's (3 Nights), Raising Cane's Chicken (2 nights)
2. Received The Triangle Foundations' sponsorships payment.
3. Renewed Kentucky Utilities Presenting Sponsorship of Luminate Lexington.
4. Renewed G & J Pepsi's Tent Back Sponsorship.
5. Renewed the following Dasher Board Panel Sponsorships for the Ice Rink at Triangle Park: VisitLEX, Bluegrass Sotheby's, RW Thompson, The Webb Companies, Baird, KY American Water, G & J Pepsi.
6. Continued search for Title Sponsorship of the Ice Rink at Triangle Park.



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. Convened executive, marketing, grant and art committees via zoom.
- B. Hosted internal DLP biweekly meeting to manage district.
- C. Managed grant programs.
- D. Managed Block By Block ambassadors.
- E. Invoiced DLMD for monthly management fee.

II. Lexington Fayette Urban County Government and Commerce Lex.

- A. American Rescue Plan Act funds.
 - Convened DLP Board members and DLMD representatives to assist with developing a joint project.



- Submitted proposal for Short St., Fifth Third Pavilion, Public Art and DLMD grant program.
- B. Signed the Traditional Bank acknowledgement letter for \$12,000 economic stimulus grant from City of Lexington.
- C. Received in-kind services for TNL in August.
- D. Contacted H. LeGris, District 3, to discuss safety issues.

III. LexPark

- A. Attended LPA board meeting.

IV. LexArts

- A. Attended Horsemania planning committee meeting.

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. Updated financials and finalized May minutes.
2. Completed board recruitment.
3. Convened DLP working committees:
 - Real Estate
 - Marketing
 - Events
 - Membership and Sponsorship

B. Managed staff.

1. Conducted weekly staff meetings
2. Coordinated revised budget projections based on YTD July actuals.

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.



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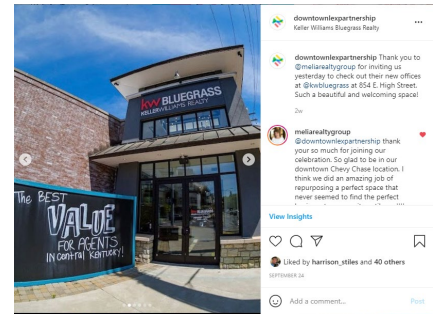
September 2021 Activity Report

DLP continued to attract customers to support our business through social media marketing and hosting events. In September, DLP had 52 posts and 33,314 reach and 43,307 impressions across our social media platforms.

Good weather in September attracted thousands to **Central Bank Thursday Night Lives** at the Fifth Third Pavilion at Tandy Park many of whom then go onto patronize our downtown establishments. DLP staff were actively making preparations for the third **Downtown Spirit Networking Series** presented by **Field & Main Bank** which will take place October 5 at 21C Museum Hotel. We hope you can join us. Finally, DLP is planning the official Tree Lighting, Christmas Parade and Ice Rink at Triangle Park to make downtown the place to be to celebrate the holidays!

Sincerely,

Terry Sweeney
President/CEO





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

- I. **Attract new businesses and development and increase street level occupancy.**
 - A. Managed the property improvement grant.
 - B. Monitored progress of 115 W. Short St. project
- II. **Document and report the economic activity and impact of Downtown.**
 - A. Updated opened and closed business report.

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.

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 - 2. 676 sanitized block faces.
 - 3. 11 block faces of weed abatement.
 - 4. 218 hospitality assistance.
 - 5. 51 graffiti sites and stickers removed/painted over.
 - 6. 8 sidewalk drains cleared.
 - 7. 8 hours of power washing.
 - 8. 8 panhandling.
 - 9. 4 business contacts.
 - 10. 5 feces cleanup.
 - 11. 1 bags of leaves.
 - 12. 5 requests for police.
 - 13. 15 Loitering observed.





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

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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 and had signage printed for Central Bank Thursday Night Live.
- 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 five electronic newsletters to mailing list of roughly 5,800 people.

- 29,614 sends.
- 6,313 unique opens.
- 794 clicks.
- Open Rate: 23% (1% higher than industry avg).
- Click Rate: 3% (1% higher than industry avg).

2. Website:

- 7,273 Users (6,872 new users).
- 8,625 sessions.
- Pageviews: 13,981.
- Avg session duration: 0:58.
- Acquisition:
 - Organic Search: 4,789 (66%).
 - Direct: 2,178 (30%).
 - Social Media: 206 (3%).
 - Referral: 123 (1%).
- Most Viewed Page:
 - CBTNL: 3,632 (26%).

3. Social Media





- Facebook:
 - 23 posts.
 - Reach: 15,982 (695 avg.).
 - Impressions: 16,322 (710 avg.).
 - Followers: 9,025 (+21).
 - Page likes: 8,885 (+2).
 - Engagement rate: 4%.
- Instagram:
 - 23 posts.
 - Comments: 13
 - Likes: 769 (avg. 33)
 - Reach: 17,332 (avg. 754).
 - Impressions: 24,063 (avg. 1,046).
 - Followers: 5,097 (+30).
- Twitter:
 - 6 tweets.
 - 2,922 Impressions.
 - +1 Follower.
 - Engagement Rate: 1.3%.
 - 3 Retweets, 8 likes.



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

- I. **Central Bank Thursday Night Live.**
 - A. Produced five events.
 - B. Recorded 9 volunteer hours with groups from Cowgill Group, AIA, & CHI St. Joseph Health.
- II. **Downtown Spirit Networking Series Presented by Field & Main Bank.**
 - A. Prepared for third event in series at 21c.
- III. **Christmas Parade.**
 - A. Met with UK class (ISC471) that will be working alongside DLP staff on the Christmas Parade logistics.

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. Gresham Smith (Merchant).
2. Fowler Bell, PLLC (Merchant).
3. Centro (Merchant).
- B. Activate Membership.
 1. Held the following membership/sponsorship discussions:
 - R. Clark, Clark's Pump-N-Shop
 - T. Morgan, Blow Dry Bar Lex and Suites of the Bluegrass
 - M. Mazzara, 6am City/LEX Today
 - C. Hiler, CORNETT
 - M. Flowers, University of Kentucky
 - R. Butler, New York Life
 - T. Whiteside, Lexington Geek
 - L. Brown, Raising Cane's Chicken
 - C. Turner, Immanuel Baptist Church
 - K. Harris, Xooker
 - B. Haddad, Humana
 - A. Lanza, Centro
 - J. Brannon, Gresham
 - C. Jones, LexLive
 - P. Baugh, Fowler Bell
 - D. Green, Barney Miller's/Bringing In The Green
 - S. Launcho, Kentucky American Water
 - M. Ramer, VisitLEX
 - M. Conklin, City National Bank
 2. Held a membership and sponsorship committee meeting on Wednesday, September 22. Focusing on:
 - 2021 New Members
 - 2021 Outstanding Memberships
 - 2022 Prospects (prospects and upgrades)
 - Current Holiday Sponsors
 - Ice Rink Title Sponsor
 3. Attended the Downtown Residence Association meeting held at the Pam Miller Arts Center.
 4. Attended Melia Realty Group's new office celebration, and created marketing to promote them via the DLP social media channels.

II. Recruit Sponsorships.

- A. Grow and Develop DLP Sponsorships
 1. Received the following Night Sponsorship payments for Central Bank Thursday Night Live: Russ Tucker State Farm (1 Night), Raising Cane's Chicken (1 night), Metronet (1 night)



2. Received the following Triangle Park Ice Rink sponsorship payments: Kentucky American Water (Dasher Board), VisitLEX (Dasher Board), The Webb Companies (Dasher Board), Raising Cane's (Dasher Board), G & J Pepsi (Tent Back and Dasher Board).
3. Received the following Luminate Lexington Sponsorships: Raising Cane's (Tree Lighting & Christmas Parade).
4. Continued search for Title Sponsorship of the Ice Rink at Triangle Park.

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 and distributed board packet but DLP staff was unable to attend meeting due to COVID-19 protocol.
 - B. Hosted internal DLP biweekly meeting to manage district.
 - C. Managed grant programs.
 - D. Managed Block By Block ambassadors.
 - E. Invoiced DLMD for monthly management fee.
- II. Networked and supported other organizations:**
 - A. Attended Keller Williams open house.
- III. Lexington Fayette Urban County Government and Commerce Lex.**
 - A. **sues.**
- IV. LexPark**
 - A. Attended LPA board meeting.
- IV. LexArts**
 - A. Attended Horsemania planning committee meeting.

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 Executive Committee meeting.
 2. Convened DLP working committees:



- Marketing
- Events
- Membership and Sponsorship

B. Managed staff.

1. Conducted weekly staff meetings
2. Conducted DLMD internal staff meeting

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.

October 2021 Activity Report

DLP continued to attract customers to support our business through social media marketing and hosting events. In October, DLP posted 65 times with a combined reach of 40,989 and earning 49,772 impressions across our social media platforms.

October also saw the end of the season for **Central Bank Thursday Night Lives** at the Fifth Third Pavilion in Tandy Park which attracted thousands to downtown since it resumed in July. Many thanks to our title sponsor and our weekly night sponsors for your support to make this event possible.

In October we hosted the third **Downtown Spirit Networking Series** presented by **Field & Main Bank** which will take place October 5 at 21C Museum Hotel and was attended by 50+ members and stakeholders. Mark your calendars because the next networking series will take place December 7 at Barney Miller's.

Finally, the Ice Rink at Triangle Park opened in October and will run through mid-January. DLP continues planning the Tree Lighting, and Christmas Parade to make downtown the place to be to celebrate the holidays!

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. Attract new businesses and development and increase street level occupancy.**
 - A. Assisted N. Zamarron, LexArts with processing Unlearn Fear Hate lighting grant.
- II. Document and report the economic activity and impact of Downtown.**
 - A. Updated new projects 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.

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. 1,649 pounds of debris and trash collected.
 - 2. 1,083 sanitized block faces.
 - 3. 11 block faces of weed abatement.
 - 4. 207 hospitality assistance.
 - 5. 21 graffiti sites and stickers removed/painted over.
 - 6. 3 sidewalk drains cleared.
 - 7. 8 hours of power washing.
 - 8. 4 panhandling.
 - 9. 4 business contacts.
 - 10. 5 feces cleanup.
 - 11. 1 bags of leaves.
 - 12. 10 requests for police.
 - 13. 17 Loitering observed.
 - B. Manage the DLMD Ambassador program.





- C. Reviewed DLMD Grants in-process. Scheduled November grants committee meeting.

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 and had signage printed for The Rink at Triangle Park.
- 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 five electronic newsletters to mailing list of roughly 7,000 people.

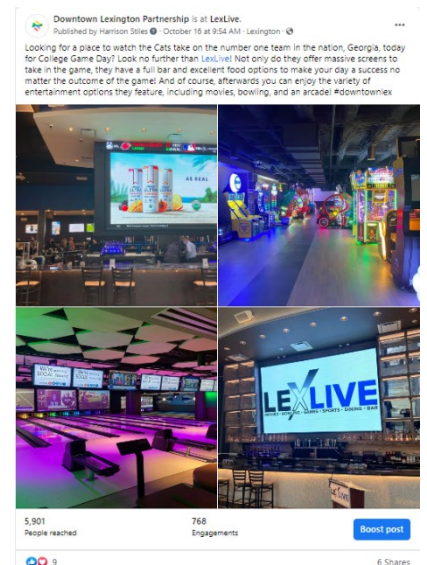
- 24,308 sends.
- 5,975 unique opens.
- 679 clicks.
- Open Rate: 27% (5% higher than industry avg).
- Click Rate: 3% (1% higher than industry avg).

2. Website:

- 5,627 Users (5,392 new users).
- 6,472 sessions.
- Pageviews: 10,306.
- Avg session duration: 0:49.
- Acquisition:
 - Organic Search: 3,936 (71%).
 - Direct: 1,462 (25%).
 - Social Media: 192 (3%).
 - Referral: 69 (1%).
 - Email: 10 (<1%)
- Most Viewed Page:
 - CBTNL: 1,365 (13%).

3. Social Media

- Facebook:



DOWNTOWN SPIRIT, KENTUCKY SOUL.



- 24 posts.
- Reach: 18,862 (786 avg.).
- Impressions: 18,739 (781 avg.).
- Followers: 10,529 (+71).
- Page likes: 8,937 (+70).
- Engagement rate: 1.5%.
- Instagram:
 - 23 posts.
 - Comments: 20
 - Likes: 894 (avg. 39)
 - Reach: 22,127 (avg. 962).
 - Impressions: 24,130 (avg. 1,049).
 - Followers: 5,137 (+34).
- Twitter:
 - 18 tweets.
 - 6,903 Impressions.
 - -13 Followers.
 - Engagement Rate: 0.9%.
 - 11 Retweets, 24 likes.



DLP @DLexPartnership · Oct 28
The Rink in Triangle Park is back! The Rink will be opening this weekend on Oct 29! Head down to Triangle Park this weekend for a one-of-a-kind experience in [#downtownlex](#).

\$15 gets you 60 minutes on the ice, and includes skate rental! For more info visit: [downtownlex.com/signature-even...](#)



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

I. Central Bank Thursday Night Live.

A. Produced one event.

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

A. Held third event in series at 21c Museum Hotel attended by 50 guests.

III. Christmas Parade.

A. Met with UK class (ISC471) subcommittee Captions as they continue working alongside DLP staff on the Christmas Parade logistics.

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. Commerce Lexington (Patron).
2. NiSource Charitable Foundation (Leader)

B. New Membership

1. Clark's Pump – N – Shop (Advisor).



2. BlowDry Bar on Main (Patron)
 3. The Lexington Theatre Company (Patron)
 - C. Activate Membership.
 1. Held the following membership/sponsorship discussions:
 - L. Catron, Central Bank
 - R. Clark, Clark's Pump – N – Shop
 - M. Ramer, VisitLEX
 - A. Smallwood, Melia Realty/Speak Easy
 - J. Drennan, Field & Main Bank
 - R. Butler, New York Life
 - G. Wallace, WesBanco
 2. Attended the Downtown Spirit Networking Series presented by Field and Main Bank.
- II. Recruit Sponsorships.**
- A. Grow and Develop DLP Sponsorships
 1. Recruited the following Dasher Board Sponsorship: City National Bank, OVG Facilities (Rupp Arena), and Lexington Geek
 2. Recruited Clark's Pump -N – Shop as a Tent Side Sponsor, and Dasher Board Sponsor to the Ice Rink.

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 and distributed November DLMD Board packet
 - B. Hosted internal DLP biweekly meeting to manage district.
 - C. Managed grant programs.
 - D. Managed Block By Block ambassadors.
 - E. Invoiced DLMD for monthly management fee.
 - F. Coordinated meeting and minutes for Art Committee.
- II. Networked and supported other organizations:**
 - A. Met with T. Guthrie, BaseHere to tour Base 249.
- III. Lexington Fayette Urban County Government and Commerce Lex.**
 - A. Discussed 2022 city partnership with M. Conrad, Parks and Recreation.
- IV. LexPark**
 - A. Attended LPA board meeting.



- B. Met G. Means, LexPark to catch-up on organization.

IV. LexArts

- A. Attended two Horsemania planning committee meetings.

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. DLP Board Meeting

- Convened Board Meeting.
- Met with the following board members to discuss participation on executive committee:
 - M. Wright, Messer.
 - J. Drennan, Field & Main Bank.
 - C. Skidmore, Republic Bank.
 - P. Hanson.
 - M. Flowers, University of Kentucky.

2. Managed DLP working committees:

- Marketing
- Events
- Membership and Sponsorship

B. Managed staff.

1. Initiated and completed T. McDonald transition:

- Developed transition plan.
- Conducted exit interview.
- Developed staffing plan in coordination with staff.
- Executive Committee approved new staffing plan.
-

2. Conducted year end evaluations.

3. Obtained executive committee approval for 2022 compensation and staff promotions.

4. Conducted weekly staff meetings.

5. Conducted DLMD internal staff meeting.

II. Financial and Office Management:

- A. Began investigating moving to different office space to save money and improve DLP image.
- B. Reviewed payroll tax credit calculations.
- C. 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

- D. Managed Prepared monthly financial reports.
- E. Processed invoices and checks.
- F. Coordinated payroll.
- G. 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.

November 2021 Activity Report

The Holidays got off to a great start in Downtown as **The Rink at Trinagle Park** attracted thousands of people downtown to to skate. In addition thousands attended the **Holiday Lighting Festival presented by Baird** as part of **Luminate Lexington presented by Kentucky Utilities**.

Holiday celebrations will continue in December as **Luminate Lexington presented by Kentucky Utilities** culminates with the **Lexington Christmas Parade** on December 4.

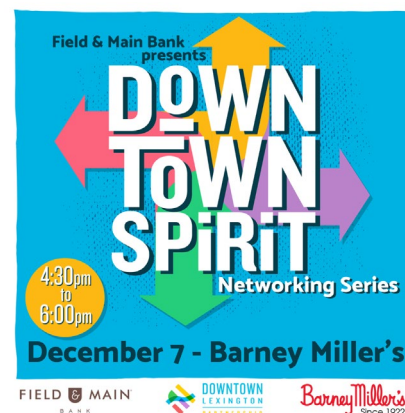
Downtown will also be your shopping and networking destination in December. **Shop and Celebrate presented by Central Bank** will kick off November 26 and will run through December 25. This annual customer rewards program offers the opportunity to win weekly gift card prizes and a grand prize of \$500 cash for supporting downtown businesses.

Mark your calendars because the third **Downtown Spirit Networking Series presented by Field & Main Bank** will take place December 7 at Barney Miller's.

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. Document and report the economic activity and impact of Downtown.
 - A. Reviewed and updated new projects 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.

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. 1,086 pounds of debris and trash collected.
 - 2. 329 sanitized block faces.
 - 3. 1 block faces of weed abatement.
 - 4. 160 hospitality assistance.
 - 5. 15 graffiti sites and stickers removed/painted over.
 - 6. 1 sidewalk drains cleared.
 - 7. 2 hours of power washing.
 - 8. 0 panhandling.
 - 9. 2 business contacts.
 - 10. 0 feces cleanup.
 - 11. 44 bags of leaves.
 - 12. 4 requests for police.
 - 13. 13 Loitering observed.
 - B. Manage the DLMD Ambassador program.
 - C. Hosted November grants committee meeting and made recommendations for 2022 grant program.





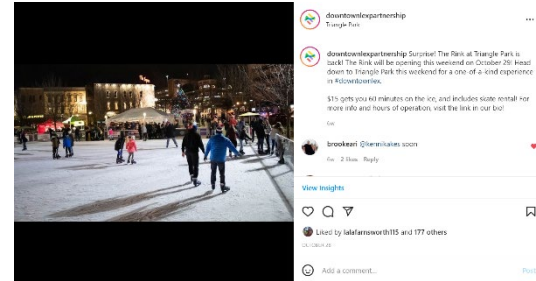
MARKET AND PROGRAM DOWNTOWN. ATTRACT RESOURCES AND MOBLIZE BUISNESSES.

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 updated DLP website to include holiday events such as Holiday Lighting Festival presented by Baird, Lexington Christmas Parade, and Shop and Celebrate presented by Central Bank.
- 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 and had signage printed for Holiday Lighting Festival presented by Baird and Lexington Christmas Parade.
- 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 7,000 people.
 - 24,138 sends.
 - 6,122 unique opens.
 - 575 clicks.
 - Open Rate: 28% (5% higher than industry avg).
 - Click Rate: 3% (1% higher than industry avg).



2. Website:

- 7,665 Users (7,568 new users).
- 8,780 sessions.
- Pageviews: 13,501.
- Avg session duration: 0:53.
- Acquisition:
 - Organic Search: 4,781 (62%).
 - Direct: 2,411 (31%).
 - Social Media: 367 (5%).
 - Referral: 175 (1%).
 - Email: 12 (<1%).
- Most Viewed Page:
 - Luminate Lexington: 2,213 (16%).





3. Social Media

- Facebook:
 - 40 posts.
 - Reach: 22,691 (567 avg.).
 - Impressions: 23,138 (578 avg.).
 - Followers: 9,143 (+59).
 - Page likes: 8,983 (+50).
 - Engagement rate: 2.6%
- Instagram:
 - 35 posts.
 - Comments: 15
 - Likes: 889 (avg. 25)
 - Reach: 25,569 (avg. 731).
 - Impressions: 28,318 (avg. 809).
 - Followers: 5,232 (+72).
- Twitter:
 - 12 tweets.
 - 7.3K Impressions.
 - -8 Followers.
 - Engagement Rate: 0.5%.
 - 5 Retweets, 9 likes.



We're having an Ugly Christmas Sweater Contest and the winner gets to ride in the Lexington Christmas Parade this Saturday! All you need to do is post a picture in your sweater, tag our page (on FB or Insta), and use #downtownlex!

Only a couple days left to enter, so don't wait!



11:48 AM · Nov 30, 2021 · Twitter Web App

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

I. The Rink at Triangle Park

- A. Opened rink for 2021-2022 season.
- B. Being to create marketing opportunities to increase revenue.
- C. Television interview with WKYT to promote rink.

II. Holiday Lighting Festival.

- A. Worked alongside Jewish Federation of the Bluegrass to create an eight-night activation of menorah lighting.
- B. Produced Tree Lighting event that drew 5,000+ guests throughout the day. Activities included:
 1. The Rink at Triangle Park.
 2. Live music with DJ Forerunner.
 3. Sponsor activation.
 - A. Maker's Mark
 - B. Metronet
 4. Free face painting.
 5. Carols with The Lexington Singers.



III. Christmas Parade.

A. Continue to meet with UK class (ISC471) subcommittee Captions as they continue working alongside DLP staff on the Christmas Parade logistics.

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. 2021 Membership Renewals.
 - 1. Garmer and Prather, PLLC (Advisor).
- B. New Membership
 - 1. Insight Risk Management (Patron).
 - 2. Lussi Brown Coffee Bar (Merchant)
- C. 2022 Membership Meetings
 - 1. L. Jones, Community Trust.
- D. Activate Membership.
 - 1. Held the following membership discussions:
 - L. Smart, CHI Saint Joseph Health
 - C. Taylor, Community Trust Bank

II. Recruit Sponsorships.

- A. Grow and Develop DLP Sponsorships
 - 1. Renewed the following Dasher Board Sponsorships: Humana, Bluegrass Tavern, Downtown Lexington Management District.
 - 2. 2022 Sponsorship Renewal Meetings:
 - L. Jones, Community Trust Bank (Annual Meeting)

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 and distributed November DLMD Board packet
- B. Hosted November Board meeting virtually.
- C. Hosted internal DLP biweekly meeting to manage district.
- D. Managed grant programs.
- E. Managed Block By Block ambassadors.
- F. Invoiced DLMD for monthly management fee.
- G. Coordinated meeting and minutes for Art Committee.



II. Networked and supported other organizations:

A. Met with T. Guthrie, BaseHere to tour Base 249.

III. Lexington Fayette Urban County Government and Commerce Lex.

A. Discussed 2022 city partnership with M. Conrad, Parks and Recreation.

IV. LexPark

A. Attended LPA board meeting.

B. Met G. Means, LexPark to catch-up on organization.

IV. LexArts

A. Attended two Horsemania planning committee meetings.

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

- Convened Board Meeting.
- Met with the following board members to discuss participation on executive committee:
 - L. Wetherby, Republic Bank.

2. Managed DLP working committees:

- Marketing
- Events
- Membership and Sponsorship

B. Managed staff.

1. Completed Year End Evaluations and obtained approval of 2022 compensation of staff promotions:

- Laura Farnsworth: Vice President of Development and Events
- Harrison Stiles: Marketing and Membership Manager.

2. Conducted weekly staff meetings.

3. Conducted DLMD internal staff meeting.

II. Financial and Office Management:

A. Reviewed Webb Co. proposal for new office space at Vine Center.

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.

December 2021 Activity Report

DLP was busy driving customers downtown to enjoy the holidays and patronize our businesses. As part of **Luminate Lexington presented by Kentucky Utilities**, DLP hosted the Christmas Parade attracting thousands downtown to see the more than 50 parade entries and featured four marching bands. **The Rink at Trinagle Park** continued to attract thousands of people downtown to skate in December. DLP also implemented its annual customer reward program **Shop and Celebrate presented by Central Bank** which provides weekly gift certificate giveaways for those customers who make purchases at downtown businesses culminating with a \$500 prize at the conclusion of the promotion!



Finally DLP concluded a very successful **Downtown Spirit Networking Series presented by Field & Main Bank**. The last of four mixers took place in early December at Barney Miller's. In all more than 400 people gathered to catch-up and make new business connections at the networking series. DLP is looking forward to expanding the series in 2022.



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

A. Reviewed and updated new projects list.

1. BBT Garage rebuild.
2. Lexington Clinic PH II.
3. UK Federal Credit Union.

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.

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. 1,005 pounds of debris and trash collected.
2. 402 sanitized block faces.
3. 0 block faces of weed abatement.
4. 191 hospitality assistance.
5. 10 graffiti sites and stickers removed/painted over.
6. 2 sidewalk drains cleared.
7. 0 hours of power washing.
8. 1 panhandling.
9. 4 business contacts.
10. 0 feces cleanup.
11. 31 bags of leaves.
12. 4 requests for police.
13. 6 Loitering observed.

B. Manage the DLMD Ambassador program.





- C. Scheduled January 2022 grants committee meeting.

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 and promoted customer incentive program Shop and Celebrate presented by Central Bank.
- E. Promoted Luminate Lexington presented by Kentucky Utilities including:
 1. The Rink at Triangle Park
 2. The Lexington Christmas Parade
 3. Holiday Lighting Festival presented by Baird
- F. Continued work with interns, including aligning their tasks with their internship goals and coordinated assignments throughout the month with Membership Department.
- G. Stayed up to date with all departments on marketing goals and content.
- H. Implemented social media and e-marketing plan.

1. Sent four electronic newsletters to mailing list of roughly 7,000 people.

- 24,388 sends.
- 7,508 unique opens.
- 395 clicks.
- Open Rate: 33% (6% higher than industry avg).
- Click Rate: 2% (1% higher than industry avg).

2. Website:

- 5,627 Users (5,392 new users).
- 6,472 sessions.
- Pageviews: 10,306.
- Avg session duration: 0:49.
- Acquisition:
 - Organic Search: 3,936 (71%).
 - Direct: 1,462 (25%).
 - Social Media: 192 (3%).





- Referral: 69 (1%).
 - Email: 10 (<1%)
- Most Viewed Page:
 - CBTNL: 1,365 (13%).
- 3. Social Media
 - Facebook:
 - 70 posts.
 - Reach: 24,992 (357 avg.).
 - Impressions: 25,091 (358 avg.).
 - Followers: 10,658 (+129).
 - Page likes: 8,995 (+58).
 - Engagement rate: 1.5%.
 - Instagram:
 - 67 posts.
 - Comments/Shares/Bookmarks: 138
 - Likes: 1,211 (avg. 18)
 - Reach: 36,336 (avg. 542).
 - Impressions: 43,926 (avg. 655).
 - Followers: 5,236 (+99).
 - Twitter:
 - 4 tweets.
 - 5,536 Impressions.
 - -2 Followers.
 - Engagement Rate: 0.6%.
 - 4 Retweets, 8 likes.

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

- I. **Downtown Spirit Networking Series Presented by Field & Main Bank.**
 - A. Held fourth event in series at Barney Miller's attended by 50 guests.
- II. **Christmas Parade.**
 - A. Met with UK class (ISC471) subcommittee Captions as they continue working alongside DLP staff on the Christmas Parade logistics.
 - B. Participated in a radio interview on Campus Voices (WRFL) at the request of one of the ISC471 UK students.
 - C. Promoted the Christmas Parade on a television interview with WKYT.
 - D. Produced Christmas Parade attended by 7,500+ guests.

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. 2021 Membership Renewals.
 1. Bluegrass Trust for Historic Preservation
 2. Frost, Brown, Todd LLC.
 - B. 2022 Membership Meetings
 1. L. Jones, Community Trust.
 2. Y. West, PNC
 - C. Activate Membership.
 1. Held the following membership discussions:
 - L. Catron, Central Bank
 - B. Johnson, Greyline Station
- II. Recruit Sponsorships.**
 - A. Grow and Develop DLP Sponsorships
 1. Recruited the following Sponsorship:
 - Block by Block, Annual Meeting
 2. Met to discuss new/renewal of sponsorship:
 - Republic Bank (Annual Meeting, State of Downtown, Christmas Parade, Triangle Park Programming Partner)

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. Scheduled all 2022 bi-monthly meetings.
 - B. Developed and distributed January 2022 board packet.
 - C. Hosted internal DLP biweekly meeting to manage district.
 - D. Managed grant programs.
 - E. Managed Block By Block ambassadors.
 - F. Invoiced DLMD for monthly management fee.
 - G. Coordinated meeting and minutes for Art Committee.
- II. Networked and supported other organizations:**
 - A. Met with T. Guthrie, BaseHere to tour Base 249.
- III. Lexington Fayette Urban County Government and Commerce Lex.**
 - A. Follow-up with M. Conrad, Parks and Recreation regarding DLP/City partnership in 2022.
 - B. Provided letter to LFUCG council urging council to take action to address homelessness which is causing issues for downtown businesses.



IV. LexPark

- A. Attended LPA board meeting.
- B. Met G. Means, LexPark to catch-up on organization.

IV. LexArts

- A. Attended two Horsemania planning committee meetings.

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. Hosted DLP Holiday Board meeting
 - Developed and sent board packet.
 - Arranged location and breakfast.
 - 2. Managed DLP working committees:
 - Marketing
 - Events
 - Membership and Sponsorship
- B. Managed staff.
 - 1. Hosted staff holiday lunch.
 - 2. Completed draft 2022 budget and work plans.
 - 3. Conducted weekly staff meetings.
 - 4. Conducted DLMD internal staff meeting.

II. Financial and Office Management:

- A. Pursued new office space to enhance DLP office operations and save money.
 - 1. Selected space at Vince Center.
 - 2. Negotiated and executed lease for 17th floor space.
 - 3. Met with space planner.
 - 4. Researched:
 - Shredding and dumpster companies.
 - Technology transfer.
 - New phone system and copy machine agreements.
- B. Reviewed Webb Co. proposal for new office space at Vine Center.
- C. Reviewed payroll tax credit calculations.
- 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.