



**DOWNTOWN**  
**LEXINGTON**  
**PARTNERSHIP**



**2019 MEMBERSHIP  
OPPORTUNITIES**



**DOWNTOWN SPIRIT, KENTUCKY SOUL.**



**DOWNTOWN LEXINGTON PARTNERSHIP (DLP)** is a not-for-profit Downtown umbrella organization formed in the fourth quarter of 2017 to provide a single point of contact and accountability and a coordinated approach to Downtown revitalization and management. Downtown Lexington Corporation (DLC) and Lexington Downtown Development Authority (LDDA), two long operating organizations, fall directly under the DLP umbrella and are managed by a common Board of Directors known as the Downtown Lexington Partnership Board of Directors. A third organization, the Downtown Lexington Management District (DLMD), has a separate Board of Directors that contracts with the Downtown Lexington Partnership to manage its programs and services.



- **DOWNTOWN LEXINGTON CORPORATION (DLC)**, founded in 1988, is a 501(c)4 membership-based, event and marketing not-for-profit. DLC leads the effort to attract customers through marketing, programming, attracting resources and mobilizing its members.



- **LEXINGTON DOWNTOWN DEVELOPMENT AUTHORITY (LDDA)**, is a quasi-governmental organization which facilitates Downtown's physical and economic development to strengthen and maintain Downtown Lexington as the cultural and economic heart of Central Kentucky. LDDA leads efforts to plan and develop Downtown and enhance placemaking and accessibility.



- **DOWNTOWN LEXINGTON MANAGEMENT DISTRICT (DLMD)**, is a property tax business improvement district created in May 2015. DLMD uses the District property tax levy to enhance and manage Downtown's physical environment and to foster economic development and Downtown revitalization. DLMD leads the way in maintaining a clean and safe Downtown and providing additional financial support for art projects and economic development programs.



## **OUR MISSION:**

DLP works to create an economically powerful, vibrant Downtown by proactively and strategically working with our public and private sector partners to:

- Develop and improve Downtown.
- Provide enhanced cleaning, beautification and safety services.
- Market and promote Downtown and its businesses.
- Address critical issues that affect the success of Downtown and on behalf of our stakeholders and the regional community.

## **OUR VISION:**

A vibrant, economically powerful urban core that is the premiere cultural, leisure, entertainment, dining, shopping, residential and corporate center of the Lexington community.



---

## DOWNTOWN IS IMPORTANT TO THE SUCCESS OF THE REGION

---

DOWNTOWN LEXINGTON IS THE CORPORATE, CULTURAL AND CIVIC HEART  
OF THE BLUEGRASS REGION:

### **ECONOMIC IMPACT FAR EXCEEDS ITS SIZE**

Generates \$1.4 million in economic activity per acre (compared to \$190,000 per acre in the rest of Fayette County).

### **SIGNIFICANT REVENUE GENERATOR FOR LOCAL GOVERNMENT**

Generates nearly 7 times more tax revenue than it consumes in government services per acre.

### **REGIONAL HUB FOR COMMERCIAL ACTIVITIES**

Preferred location for the region's largest banks; law, wealth management and accounting firms; and commercial real estate companies.

### **ATTRACTS YOUNG TALENT**

Over 55% of Downtown residents are between 18 and 34 and 24% of Downtown workers are under the age of 29.

### **CULTURAL AND TOURISM DESTINATION**

Attendance at ticketed and gated events exceeded 1.4 million accounting for over 34% of the County's attendance in 2016.

### **MAJOR HOSPITALITY CENTER**

Home to the region's most popular hotels, restaurants, and craft breweries, ensuring Downtown is attractive to visitors and residents alike.

- *Thomas P. Miller and Associates 2018 Downtown Impact Study*

### **DESTINATION FOR THE RESIDENTS OF THE BLUEGRASS REGION**

80% of people in the seven county metro area (Anderson, Bourbon, Boyle, Clark, Franklin, Garrard, Harrison Counties) visited Downtown in last six months averaging 29.7 leisure visits in that period (more than once per week).

- *Gentleman McCarty Consumer Survey, 2018*



## WHY JOIN?

Downtown must continue to grow in order to remain competitive. This requires strategic marketing, management and support services to ensure it's a profitable place to do business and a vibrant place to live, work, and play. Your financial commitment to Downtown Lexington Partnership allows us to continue to provide programs and guidance that are vital to Downtown Lexington's current and future success.

- DLP is the Downtown umbrella organization responsible for revitalizing and managing Downtown Lexington and addressing issues that affect Downtown's growth, user-friendliness and well-being.
- As a DLP member, your business/organization benefits from increased public awareness and patronage generated from our strategic marketing that reaches the Bluegrass region's workers, residents and visitors and events that attract hundreds of thousands of people Downtown annually.
- DLP Members also receive benefits that include association with other leading Lexington corporations, recognition, exclusive access and other perks.

**MEMBERSHIP LEVEL:**

# MERCHANT

**INVESTMENT: \$500**

**TOTAL VALUE OF  
BENEFITS: \$15,000+**



## RECOGNITION (VALUE: \$2,000+)

- Listing in DLP Annual Report, DLP website and Lexington Herald Leader webpages distributed by Lexington Herald Leader generating 380,000 ad impressions.
- Listing in DLP Annual Meeting program.

## MARKETING (VALUE: \$3,500+)

- Member of DLP Merchant Association and access to marketing partnerships.
- Large postcard listing of your business on the Play section of the DLP website.
- Mentions on DLP social media platforms.
- Logo on DLP member listing web page.
- Company featured as DLP member business on website and in Monday Matters e-newsletter during merchant promotions.

## EXCLUSIVE ACCESS (VALUE: \$10,000+)

- First access to monthly and quarterly reports.
- DLP/DLMD Property Improvement Grant Program (subject to program guidelines).
- Access to quarterly promotion opportunities.

## PERKS AND DISCOUNTS (VALUE: \$400+)

- Discounted tickets to the DLP Annual Meeting.
- 2 complimentary tickets to DLP Quarterly Mixers.
- Discounted tickets to State of Downtown.
- Opportunity to buy additional tickets at discounted rates.