



Downtown Lexington Partnership (DLP)

Managers of Downtown on behalf of our partners (Downtown Lexington Corporation, Lexington Downtown Development Association and Downtown Lexington Management District) and our stakeholders.

October 2018 Activity Report

October marked the end of another successful season **Central Bank Thursday Night Live** concert series attracting thousands to Downtown every Thursday April-October. DLP staff is immersed in planning for the **Ice Rink at Triangle Park** and **Kentucky Utilities Luminate Lexington** which kicks-off Thanksgiving Day weekend.



With leaves beginning to fall **the Downtown Lexington Management District ambassadors** were out in force picking-up leaves throughout the central part of Downtown. A hard working group with a friendly smile, be sure to stop and thank them for keeping our Downtown looking clean and kept!

The newly formed **Downtown Merchants Association** group was in high gear as 7 merchant meetings were held to begin planning a new holiday promotion program designed to attract and reward Downtown shoppers. Stay tuned for more information!!



Sincerely

Terry Sweeney
President/CEO





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

I. Plan Downtown development in coordination with City of Lexington and private sector.

- A. Met with C. Woodall and C. Taylor, City Department of Planning, to review comments on the Comp Plan.
- B. Participated in the day long Library Strategic Planning Workshop.
- C. Met with P. Bourne, City GIS Department, about downtown mapping.

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

- A. Met with G. Meyer, Energize Kentucky, to discuss PACE financing incentives.
- B. Provided information to J. Gonyer, Broomwagon, about the Property Improvement Grants and city storm water grants.
- C. Worked with G. Dillon, Code Enforcement, on outdoor dining permit process for Carson's.
- D. Provided grant information to B. Peacher.
- E. Managed Property Improvement Grant Program.
 1. Worked with P. Suiter on the application for N. Lagagsorn's Short St. project.
 2. Finalized grant contracts with current award recipients: Bluegrass Tavern, Lexarts, Pearl's.

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

- A. Met with M. Harris, Cowgill Properties, to tour Blackburn Flats and discuss housing development Downtown.
- B. Worked with PBID on creating the test site for property data.
- C. Documented new project pipeline.
 1. Updated Project Tracking Document.
 2. Updated Business Open/Close tracking sheet.
 3. Updated Top Achievements List

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

I. Improve Cleanliness and Perceptions of Cleanliness.

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

1. 1573 pounds of debris and trash collected.
2. 105 Graffiti sites removed/painted over.
3. 1766 Hospitality Assistance
4. 16 Business contacts.
5. 63 Panhandling.
6. 6 Sidewalk drains cleared.
7. 4 Requests for police.
8. 46 Motorist assists.
9. 278 Block of Weed Abatement.
10. 7 Power Washing Hours.
11. 17 Bags of Leaves

B. Manage the DLMD Ambassador program:





1. Held Monthly Operations Meeting with D Warren Block By Block (BBB).
2. Organized D. Warren, BBB, participation in Zims restaurant social media spot with Lexington Visitor Center.
3. Coordinated with downtown hotels to create social media campaign to welcome Keeneland Fall meet visitors and spread awareness of Ambassadors assistance programs in place.
4. Designed sandwich boards to promote safety and visibility of DLMD program.
5. The DLP held a Pizza Party to help orient DLMD Ambassadors with staff and to help explain the relationship between the two organizations.

II. Improve Safety and Perceptions of Safety

- A. Met with J. Orth and H. Florence, Lexington Police, to discuss panhandling, business outreach, and parking lot safety.
- B. Second Chance Employment Program renewed through next year
 1. Met with P. Ruddick, Office of Homeless Prevention to renew the second chance program for existing employees.
 2. Second Chace Employment Questionnaire was developed to help market the program.
 - To gain information about over all experience.
 - To help promote program and bring to light positive change on quality of life for those in program.

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

- A. Updated wayfinding sign digital files to reflect new Visitors Center location.

IV. Improve Beautification, Public Spaces and Placemaking.

- A. Met with L. Adkins, Blue Grass Community Foundation, V. Grossl, Office of Multicultural Affairs, J. Pitter, consultant, and other guests to recap Reimagine Cheapside initiatives.
- B. Worked with J. Winters, PRHBTN, R. Trimble, Kentucky Utilities, to have a mural installed on the Vine St. electric substation wall as part of the PRHBTN Festival.
- C. Responded to requests from business owners adjacent to Cheapside to work with Parks in keeping lights in the area on later for patrons leaving the bars and restaurants.
- D. Provided reports and information on pilot projects at the Transit Center to A. Hughes, Lextran.
- E. Supported Town Branch Commons and Park.
 1. Assisted with promoting the RFQ seeking artists for the National Endowment for the Arts project at Town Branch Park in newsletters.
- F. Met with N. Zamarron, Lexarts, to draft a call for artists for the traffic utility box program.
- G. Submitted traffic box locations and information to J. Myatt, Environmental Services.
- H. Develop Shorts St. design plan:
 1. Met J. Carman, Carman, and J. Hale, Carman, about updated Short St. design.





2. Worked with J. Hale to refine the parklette layout and drawing.

Experience and Activation: Increase sales, visitorship and investment in Downtown and attract more members and sponsors through strategic marketing, programming and developing/managing events.

I. Market and Promote Downtown and Businesses.

- A. Develop new Downtown brand, website, social media tools and strategic marketing plan.
 1. Provided web copy content.
 2. Developed photo shot list for D. Rogers, Dane Rogers Photography.
 3. Provided revisions regarding brand a logo to Fieldtrip.
 4. Presented brand concepts to DLP Advisory Board, Brand Steering Committee and Downtown Merchant Association participants.
- B. Started planning a Brand Launch Party to unveil the new brand to the public.
 1. Took a site tour of the 21c Second Floor ballroom.
 2. Executed special event contract to secure the date and location for the Brand Launch Party.
 3. Began developing the program agenda and securing brand supplies.
- C. Held internal marketing meetings with both the event department and development staff.
- D. Participated in the 'Future of Social' Hootsuite Webinar.
 1. Heard from industry leaders about current trends in marketing through social media.
 2. Speakers:
 - Penny Wilson, Hootsuite.
 - Lauren Friedman, Adobe.
 - Jon Lombardo, LinkedIn.
 - Anand Arivukkarasu, Facebook.
 - Casey Hall, Thomson Reuters.
- E. Implemented social media and e-marketing.
 1. Sent eight electronic newsletters to mailing list of more than three thousand people that featured over 90 member events or news items.
 2. Social Media
 - 2,542 visits to the Downtown Lexington Partnership website.
 - 6 amount of posts of Facebook with a reach of 5,452 .
 - 4 Tweets, 1,478 reached.
 - 5 posts on Instagram, 165 likes.

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

- A. Central Bank Thursday Night Live (CBTNL).
 1. Produced two CBTNLEvents with attendance averaging 750 per night.
 2. Recorded \$3,484 in beverage sales.
- B. Triangle Park.
 1. Met with J. Scaglione, Lexington Legends to discuss café operations.
 2. Produced our final Winsday Lunch break event of 2018





- C. Bike Lexington Family Fun Ride.
 - 1. Held Conference Call with BCC to discuss 2019 Installment of Family Fun Ride.
 - P. Thomas, BCC Chair.
 - 2. Applied for \$2,500 BCC Grant.
 - 3. Talked with D. Beckhart, Norton Healthcare about options for Kids Rodeo (program is free of charge).
- D. Tree Lighting Festival presented by G&J Pepsi.
 - 1. Held meeting with Café operator to discuss options to enhance event.
 - J. Scaglione, Lexington Legends.
 - Bounce house, obstacle course, themed menu, and hot drinks.
 - 2. Held meeting with L. Eldridge, Sisohpromatem about producing kid friendly activities for the event.
 - 3. Developed event overview reporting system.
 - 4. Secured Face Painter, DJ, Lexington Singers and Kids Zone.
- E. Unified Trust Company Ice Rink in Triangle Park
 - 1. Updated gateway and perimeter signage to reflect new Unified Trust logo.
 - 2. Coordinated logistics for Ice Rink Events staff including overnight accommodations, ice chiller install, and rink preparations.



III. Support and promote other Downtown events and improve programming in public spaces.

- A. Promoted Downtown events on Cumulus Radio (NewsTalk590 & ZRock103.3) show hosted by J. Pattie and T. Longo.
- B. Served on Veteran's Day Parade & Festival Committee
 - 1. Consulted with T. Moore on event layout onsite at Aviation Museum
- C. Met with S. Sienicki regarding new business that would serve Lexington breweries/guests
- D. Met with S. Duvall, The Square and T. Schwegmann, Jeffrey R. Anderson Real Estate to discuss their ideas for winter programming.
- E. Provided guidance in event planning to B. Bibb, Leadership Lexington participant.

IV. Grow and activate DLP membership.

- A. Organized and hosted the seven Merchant Association meetings to mobilize street level businesses and entertainment venues attended by approximately 50.
 - S. Limestone
 - East Downtown
 - Short Street
 - Distillery District
 - Chevy Chase
 - Woodland Triangle
 - Jefferson Street
- 2. Presented new brand concepts and website mock-ups.
- 3. Began organizing Downtown Holiday promotion program.
 - Secured Media partnerships for the Holiday program with meetings with the following media partners.
 - P. Walker., WKYT
 - C. Olive, K. Stein, LM Communications



- B. Visited or contacted the following member establishments to ensure member retention and inform them about the transition of Membership Coordinator.
 - 1. Alfalfa Restaurant
 - 2. Blue & Co.
 - 3. Bluegrass Kettle Masters Inc.
 - 4. Henry Clay's Public House
 - 5. Republic Parking System
 - 6. SteinGroup LLC
 - 7. Sts. Peter & Paul School
 - 8. Big Blue Pedaler, LLC.
 - 9. Bullhorn, LLC
 - 10. Carnegie Center
 - 11. Child Care Council of Kentucky
 - 12. Churchill McGee, LLC
 - 13. Hilary J. Boone Center
 - 14. Staurt Mercer Gentleman's Shoppe
- C. .
- D. Met with the following member prospects:
 - 1. S. Stokely, RJE.
 - 2. S. Salvatore, Cup of Commonwealth.
 - 3. E. Green, Bicycle Face.
- E. Updated prospective member list.
- F. Began researching Customer Relationship Management (CRM) software.
 - 1. Participated in guided, screen share tour of Neon Customer Relationship Management (CRM) Software.
 - 2. Launched Trial period of Neon CRM.
- G. Worked on new membership materials and information sheet.
- V. Grow DLP sponsorships.
 - A. Secured \$96,750 in stakeholder dollars to date.
 - B. Secured \$37,500.00 in ice rink sponsorships.
 - C. Contacted the following companies about renewing their sponsorship or becoming a sponsor.
 - 1. A. Walters, Hilton
 - 2. V. Carlucci, Skybar.
 - 3. S. Payton; E. Marcum, G&J Pepsi.
 - 4. J. Berg, B. Klaasmeyer; Manrique Group, Inc.
 - 5. L.A. Burke-Schaad, Metro by T-Mobile.
 - 6. L. Smart, KentuckyOne Health Foundations.
 - 7. S. Allen, Pedal Power.
 - 8. N. Craft, CSL Plasma

Administration

To proactively pursue the DLP Mission by building an organization with adequate resources, technology, professional staff and engaged leadership, board members, stakeholders and volunteers.

I. Build DLP's organizational capacity.



- A. DLP Board Management:
 - 1. Convened DLP Board Meeting.
 - Met with Executive Committee.
 - Posted notice.
 - Developed and sent board packet.
- B. Staff Management
 - 1. Conducted bi-weekly staff meetings.
- C. Continued 2019 planning.
 - 1. Obtained staff budget input.
 - 2. Began developing individual work plans.



II. **Build and manage strong partnerships to improve Downtown**

- A. Supported DLMD and strengthened the partnership:
 - 1. Developed agenda and presentation for Board Retreat attended by 7.

IV. **Network and support collaborating organizations**

- A. Met with:
 - 1. G. Means, LexPark.
 - 2. R. Daniels.
- B. Made Presentation to University of Kentucky College of Design faculty.
- C. Volunteered with Creative Mornings program.
- D. Attended Commerce Lexington Forum for mayoral candidates.

V. **Financial and Office Management:**

- A. Provided quarterly wage reporting for Downtown Development Authority to appropriate agencies.
- B. Prepared and submitted Purchase of Service Quarterly Report to the city.
- C. Prepared monthly financial reports.
- D. Processed invoices and checks.
- E. Coordinated payroll.
- F. Implemented Neon CRM software.
- G. Assisted with coordination of 2019 planning process.
- H. Updated 2019 Budget Spreadsheet to reflect DLC and DDA funds.