

# 2019

## ANNUAL REPORT



**DOWNTOWN  
LEXINGTON**  
PARTNERSHIP



**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**

**BUILDING MOMENTUM AND STRONG PARTNERSHIPS**

# WHO WE ARE



**DOWNTOWN  
LEXINGTON**  
PARTNERSHIP

**Downtown Lexington Partnership (DLP)** is the umbrella Downtown organization formed in the 4th quarter of 2017 to provide a single point of contact and accountability and a coordinated approach to Downtown revitalization and management. The 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 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. The DLP family of organizations' missions are:



**DOWNTOWN  
LEXINGTON**  
CORPORATION

**Downtown Lexington Corporation (DLC)**, was founded in 1988, and is a 501(c)4 membership-based, event and marketing not-for-profit. The DLC mission is to promote Downtown Lexington as a unique and vibrant place in Lexington for business, residential life and entertainment. In addition, DLC acts as a liaison between downtown businesses and the local government.



**DOWNTOWN  
LEXINGTON**  
DEVELOPMENT  
AUTHORITY

**Lexington Downtown Development Authority (LDDA)**, is a quasi-governmental organization which promotes Downtown's physical and economic development to strengthen and maintain Downtown Lexington as the cultural and economic heart of Central Kentucky. LDDA:

- Tackles the toughest development challenges directly.
- Drives investment into the neighborhoods and Central Business District by providing actionable urban design and real estate analysis for the public and private sectors.
- Sets the agenda for future development through community outreach, education, and public involvement.



**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**

**Downtown Lexington Management District (DLMD)** DLP also manages the programs and services of the Downtown Lexington Management District on behalf of the Downtown Management District Board of Directors. DLMD is a property tax business improvement district created by the Lexington Fayette Urban County Government (LFUCG) Council after a majority of property owners within the proposed District approved a petition to request its establishment. DLMD began operation in 2016 and uses the District property tax levy to enhance and manage Downtown's physical environment and to foster economic development and Downtown revitalization by:

- Providing enhanced cleaning services to create a foundation for business development.
- Providing enhanced safety resources to address worker, visitor and resident safety.
- Supporting public art initiatives.

## DLP STAFF



Terry Sweeny  
President & CEO



Laura Farnsworth  
Senior Event Director



Ethan Howard  
Placemaking & Economic  
Development Director



Taylor McDonald  
Membership & Development  
Coordinator



Harrison Stiles  
Special Events Coordinator



# DLP BOARD OF DIRECTORS



Paula Hanson, President  
Dean Dorton (Retired)



Steve Kelly, Vice President  
Central Bank



Paul Johnston, Treasurer  
Blue & Co.



Steve Grossman, Secretary  
RW Baird



Melissa Murphy  
City of Lexington



Lawrence Wetherby  
Republic Bank



James Frazier  
McBrayer, McGinnis, Leslie &  
Kirkland, PLLC



Melody Flowers  
University Of Kentucky



Ann Bakhaus  
Town Branch Fund



Kevin Atkins  
City of Lexington



Woodford Webb  
The Webb Companies

# DLMD BOARD OF DIRECTORS



James Frazier  
McBrayer, PLLC  
Chair



Liza Betz  
Faiite Irish Shop  
Vice Chair



Paula Hanson  
Downtown Development  
Authority (DDA)  
Treasurer



Scott Davidson  
Langley Properties Company  
Secretary



Dougie Allen  
Creaux



Clay Angelucci  
Block + Lot



Kevin Atkins  
City of Lexington



Bryanna Carol  
Kentucky League of Cities



Jake Gibbs  
Council Member



Stan Harvey  
Lord Aeck Sargent



Steve Kay  
Vice Mayor



Mary Quinn Ramer  
VisitLex



Thomas Pettit  
Resident



Woodford Webb  
The Webb Companies

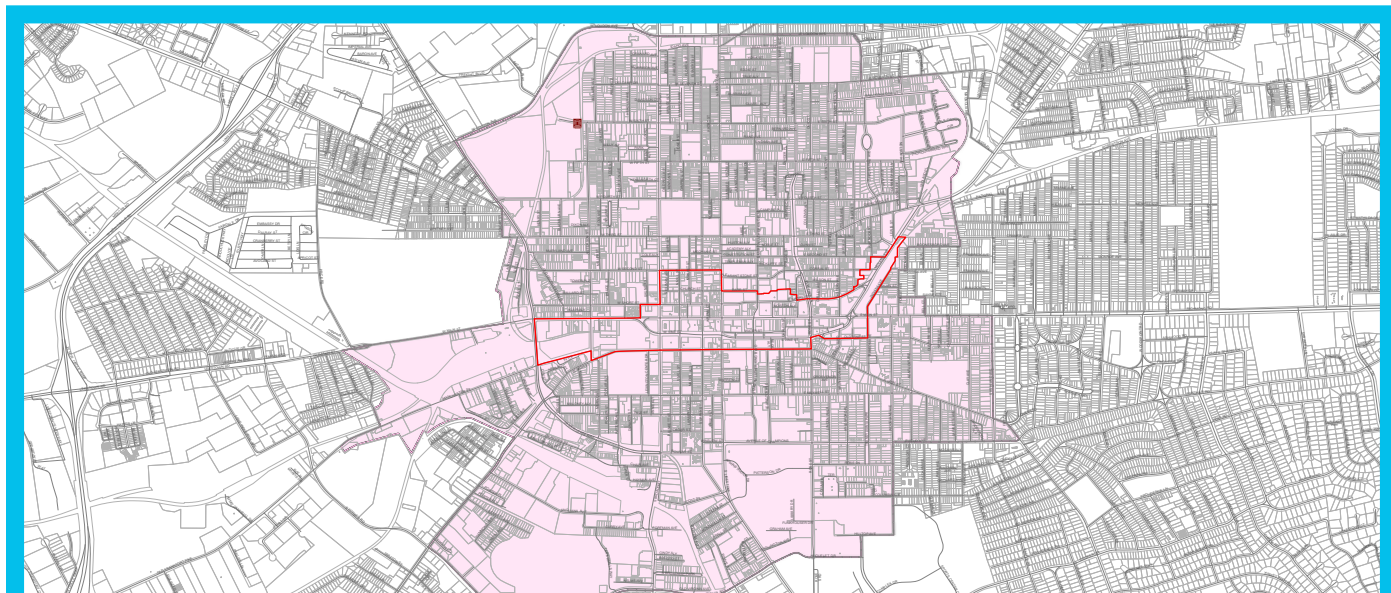


Lawrence Wetherby  
Republic Bank

## OUR WORLD

Downtown Lexington is a center of employment, a hub of tourism and hospitality venues and the region's premiere destination for local cuisine, arts, nightlife, shopping and entertainment. It is wrapped with thriving historic neighborhoods and anchored by parks and trails and institutions of higher learning. It is the heartbeat of the region and Lexington's most diverse, welcoming neighborhood.

**DLP AND DLMD MISSION AREAS**



**DLMD** — **DLP**

## WHAT WE DO

DLP provides a strategically coordinated approach to Downtown revitalization and management and acts as the single point of contact and accountability. 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 the District on behalf of our stakeholders and the regional community.





# OUR ANNUAL MEETING AND REPORT SPONSORS

– PRESENTING SPONSOR –



– ANNUAL REPORT SPONSOR –



– PLATINUM SPONSOR –



– AWARD SPONSOR –



– GOLD SPONSORS –



## BUILDING MOMENTUM AND STRONG PARTNERSHIPS

Together DLP and DLMD completed a very successful year for downtown and its stakeholders building strong partnerships and recruiting private sector resources to support placemaking projects, events, marketing and business support programs. Moreover, DLP and DLMD programs and services provided significant economic impact and return on investment to public and private sector funding partners including:

### New Projects

Documented \$889.2 million in recently completed projects and **1.54 billion** of projects in the pipeline due to be completed by 2023.



### District Renewal Petition Process

Obtained 257 certified signatures representing **\$325 million** in property value in one-hundred days.



### Events and Economic Impact

Hosted 50+ free events attracting more than 200,000+ to Downtown providing **\$4.7 million** economic impact and generating an estimated \$248,000 local government funding.



### Strategic Marketing

Generated **956,875** impressions using DLP social media tools to strategically market DLP events and members and downtown events and businesses.





## Financial Support

Increased DLP membership and sponsorship revenue by 36% to **\$502,000**.



## Placemaking Improvements

Obtained more than **\$457,000** from public and private sector partners to renovate pedways and install programmable LED lighting.



## Property Improvements

Awarded 11 property improvements and lighting grants totaling \$38,000 which leveraged more than **\$300,000** of private sector investment.



## Cleanliness

DLMD Ambassadors patrolled 11,840 hours providing enhanced cleaning services, collecting over **21,000** pounds of trash.



## Member and Event Promotions

Made **6,500** TV and radio commercials and appearances promoting DLP events and members and downtown events and businesses.



## Return on Investment and Leverage

Provided City with \$6 in tax revenue for every \$1 invested in DLP events and leveraged their investment in DLP with **\$11** of private investment.



# DEVELOPING AND CREATING AN INSPIRING DOWNTOWN



**DOWNTOWN**  
**LEXINGTON**  
DEVELOPMENT  
AUTHORITY

LDDA leads efforts to develop Downtown and enhance placemaking, beautification and accessibility.

LDDA has the following goals and priorities:

- Plan new development; attract new businesses, development and residences; increase sales activity and street level occupancy and improve existing buildings, development, and placemaking.
- 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.

## 2019 ACHIEVEMENTS

### Planning And Development

Began implementation of recently completed Short St. Placemaking Plan by recruiting partners and working with Lexington Fayette Urban County Government (LFUCG) to install five traffic box wraps and new overhead string lights on Short and Mill Streets resulting in:

- \$6,050 cash and in-kind support from LFUCG Commercial Corridors, VisitLEX, Kentucky Utilities and LexArts.
- \$3,000 to local artists for the work on the electrical boxes.
- 660 feet of new string lighting over Short and Mill Streets.



One of the six traffic box wraps installed as part of the implementation of the Short St. Placemaking Plan.



Began framework for future Town Branch Commons and Park adjacent development planning.

Managed DLMD/DLP Property Improvement Grant program. Worked with property owners on applications and improvement ideas. Coordinated the review committee and conducted project reviews.

Met with and or provided technical assistance to businesses, developers, and stakeholders on over 40 downtown projects, business, and issues.

Created downtown property database utilizing PBID software.

Formed a downtown development working group comprised of developers, property managers and real estate and finance professionals to help guide discussion of downtown development issues.

Participated in planning for and/or provided technical assistance on economic development projects:

- LFUCG Opportunity Zones initiative.
- LFUCG In-fill and Redevelopment Development Committee.
- Comp Plan and Place Builder initiatives.
- Provided 3D model files to LFUCG to assist with development plan reviews.
- Electric scooter regulations.
- LFUCG Lexington Homeless Academy and Community Summit.

## **Benchmarking And Communicating Downtown's Health And Community Impact**

Hosted first State of Downtown reception that featured a presentation and expert panel discussion attended by more than 200 people.

Published a State of Downtown report and video documenting downtown's vibrancy. Distributed the report to media outlets, developers, businesses, stakeholders, and event attendees.

## Benchmarking And Communicating Downtown's Health And Community Impact (continued)

Created and published quarterly new project list documenting \$889.2 million in recently completed projects and 1.54 billion of projects in the pipeline due to be completed by 2023.

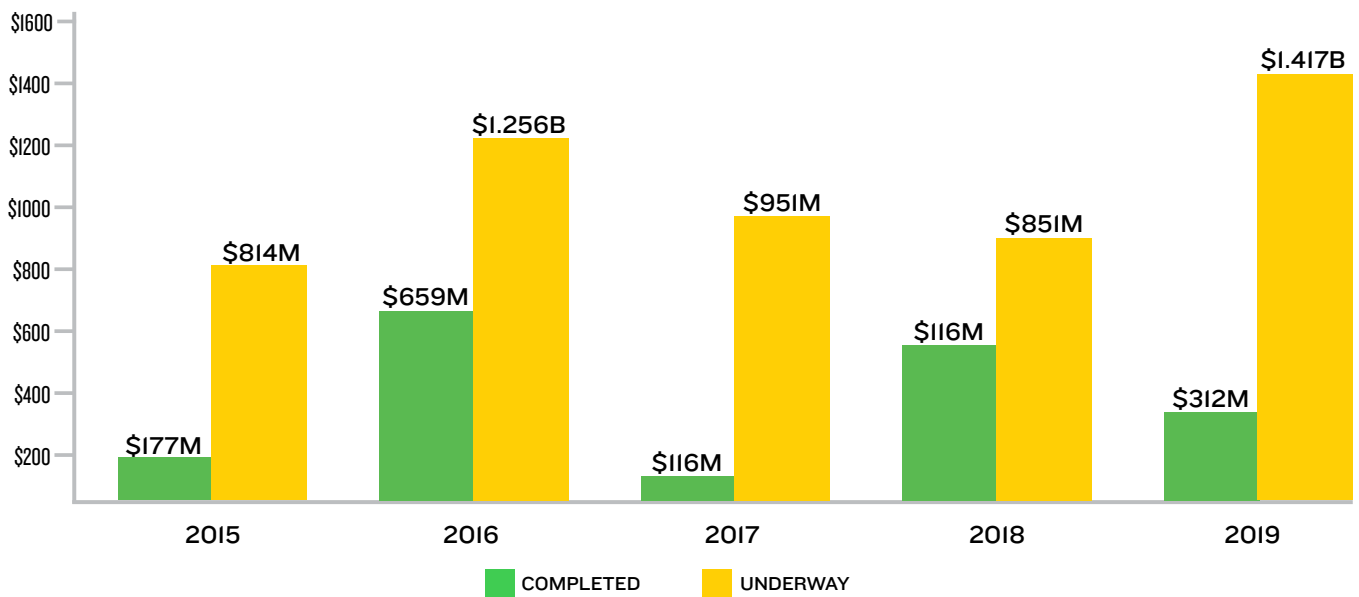
Conducted downtown street level inventory documenting 38 new retail, restaurant, bar retail service and entertainment street level business openings and 10 closings.

Retained the International Downtown Association to conduct Value of Downtown study which will be presented at the 2020 State of Downtown.



Laurie Preston with Business Lexington introduces the expert panel which includes Melody Flowers, Executive Director for Strategic Analysis and Policy, University of Kentucky, Mason McCauley, Assistant Vice President, Republic Bank, James Schrader, President & Principal Broker, Schrader Commercial, LLC and Dudley Webb, President, The Webb Companies.

## New Project Pipeline Surges in 2019



Since 2015 more than \$1.8 billion of new project have been completed. In 2019, the number of new projects underway grew to 28 with the total investment exceeding \$1.4 billion. Below is a table showing the new project pipeline by year since 2015.



## Placemaking Projects

Worked with DLMD, Webb Companies, VisitLEX and adjoining property owners to fund \$260,000 renovation project of the Vine Street pedway including new LED lighting.

Supported DLMD LexLights!, worked with pedway improvement committee to recruit \$197,000 to install programable LED lighting on pedways connecting Hyatt Regency and Central Bank Building and The Square and Victorian Square Garage, contributed \$5,000 and acted as the fiscal agent. Installation completed in 2020.

Established a plan for lighting improvements and general maintenance.

Participated in planning for and/or provided technical assistance on placemaking projects:

- Town Branch Commons and Town Branch Park projects.
- University of Kentucky College of Design on Maxwell and Limestone park project.
- Fifth Third Bank Pavilion lighting enhancement project and Rudy Bruner Award submission
- America in Bloom's city flower initiative.
- Downtown wayfinding signage updates.
- Phoenix Park improvements.

Worked with parking operators to improve downtown parking:

- Participated in Lexington Parking Authority Board Meetings as an advisory board member.
- Coordinated with public and private parking owners on maintenance, security, lighting, and ease of use.
- Promoted use of apps for easier downtown parking.
- Held discussion on parking improvements in Distillery District and Short Street.
- Participated in Park(ing) Day on Short Street.



Renovated Vine Street pedway with new paint, plexiglass and LED lighting.

## 2020 PLAN:

Recruit partners, obtain \$70,000 in grants, retain consultant and create development plan for areas adjacent to Town Branch Commons and Park.

Complete and present International Downtown Association study benchmarking the value of downtown and its impact on the Lexington economy.

Track new project pipeline and assist developers with projects.

Develop State of Downtown Report, host State of Downtown reception and utilize data to help recruit new businesses and development.

Pending City support, implement residential marketing initiative and conduct feasibility studies. Work with partners to improve downtown public spaces through obtaining grants to update programming for Charles Young Park, initiatives at Phoenix Park, and identifying other target areas.

Manage beautification committee as members work to create coordinated downtown landscaping décor.

Research developing a digital kiosk program.

Expand traffic box wrap program.

Provide concierge training for DLMD and LexPark ambassadors.



David Downey, President of the International Downtown Association to speak at State of Downtown regarding the 2020 Value of Downtown Study.



DLP and partners to begin developing Town Branch and Downtown Area Development Plan in 2020 with completion scheduled in 2021.



# MANAGE AND MAINTAIN DOWNTOWN DISTRICT



**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**

DLMD leads the way in maintaining a clean and safe downtown core and providing additional financial support for art projects and economic development programs.

## **DLMD Has The Following Goals And Priorities:**

- Renew the District.
- Maintain a clean, safe environment that helps attract new businesses, development and residences; increases sales activity and street level occupancy and improves existing buildings and urban design.
- Provide financial support for art, economic development and business support programs.

## 2019 ACHIEVEMENTS

### **District Renewal and Administration**

Sent two DLMD e-newsletters to a mailing list of 210 people at a 58% open rate.

Developed and approved budget and convened the board for bi-monthly meetings.

Reactivated DLMD's Facebook page to communicate with property owners and stakeholders.

Mailed Economic Improvement Plan, Budget, and Accomplishments to all property owners.

Completed a renewal petition process in approximately 100 days securing signatures of more than 50% of properties accounting for 67% of total district value and submitted to Lexington-Fayette County Urban Government for certification.



## Maintain The Environment

Worked with DLP, The Webb Companies and other adjoining property owners to fund \$260,000 renovation project of the Vine Street pedway including new LED lighting.

As part of LexLights!, worked with pedway improvement committee to recruit \$187,000 to install programable LED lighting on pedways connecting Hyatt Regency Lexington and Central Bank Building and The Square and Victorian Square Garage and contributed \$60,000. Installation to be completed in 2020.

DLMD Ambassadors patrolled 11,840 hours providing enhanced cleaning and safety services including removing 21,005 pounds of trash, providing hospitality assistance to 6,681 downtown customers, removing 758 graffiti locations and addressing a combined 182 instances of aggressive and passive panhandling and loitering.

Leased new ATV to support ambassadors so they can cover more of the district while cleaning and doing special projects.

Retained the Fayette County Sheriff's to provide additional patrolling.

Obtained a \$6,000 grant from Office of Homelessness to hire second chance employment personnel as security ambassadors and to patrol parking lots to help deter transient/panhandling behavior.



Ambassador removes graffiti.



New LED lighting on the Macadams & Morford Building.

# DLMD AMBASSADOR YEARLY BENCHMARKS

	2016	2017	2018	2019	TOTALS
Bags of Leaves Collected		45	243	248	536
Business Contacts	36	38	42	76	192
Sidewalk Drains Cleared	1,125	3,711	264	1,147	6,247
Graffiti/Sticker Removal	2,292	4,338	780	758	8,168
Hospitality Assistance	167	575	4,246	6,681	11,669
Loitering (Observed)	2	83	26	33	144
Motorist Assistance	36	84	256	382	758
Aggressive Panhandling	6	22	44	38	110
Passive Panhandling	26	146	202	111	485
Power Washing (hours)	23	90	89	84	286
Requests for Police/Fire/EMS	5	24	33	13	75
Trash Removed (lbs)	10,756	9,348	13,196	21,005	54,305
Weed Abatement (block faces)	942	582	1,057	2,120	4,701

## Business Support

Awarded six grants totaling \$21,000 and leveraging over \$230,000 of private sector investment and five lighting grants totaling \$17,165 and leveraging over \$76,000 in private investment.

Provided \$17,500 to support the DLP/DLMD joint Annual Meeting and State of Downtown reception and reports.



Examples of projects supported by the Property Improvement Grant Program.



## 2020 PLAN

Complete District Renewal with passage of revised ordinance by Lexington Fayette Urban County Council.

Continue Clean and Safety Ambassador patrols.

Provide more off-duty police patrol hours.

Provide increased funding for property improvement grant program.

Continue LexLights! program.

Develop vacant store window rotating public art program.

Continue DLP and DLMD partnership on program management, joint events and marketing/grant initiatives.



Ambassador provides safety support for downtown.



Ambassador cleans fallen leaves from downtown street.



Sheriff Deputies provide extra patrolling in the District.



DLMD Board Chairman Jim Frazier addresses guests during the DLP/DLMD Annual Meeting luncheon.

# MARKET AND PROGRAM DOWNTOWN. ATTRACT RESOURCES AND MOBILIZE BUSINESSES. MANAGE AND BUILD PARTNERSHIPS. MANAGE DLP.



**DOWNTOWN**  
**LEXINGTON**  
CORPORATION

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

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

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

**Goal:** Build an organization with adequate resources, technology, professional staff and engaged leadership, board members, stakeholders and volunteers.

## 2019 ACHIEVEMENTS

### Membership and Sponsorships

Increased DLP membership and sponsorship revenue by 36% to \$502,000.

Hosted joint DLP/DLMD Annual Meeting attended by 300 and recognized eight award winners.

Published 2018 Annual Report distributed to 50,000 Herald Leader subscribers and through online channels.

Implemented new membership program which increased membership revenue by 51% to \$228,000. Increased sponsorships by 24% to \$274,000 and provided stewardship reports to sponsors.



Mayor Linda Gorton addresses 300 people at 2019 joint DLP/DLMD Annual Meeting.

## Membership and Sponsorships (continued)

Hosted two Membership Meet and Greets at member businesses attracting more than 100 guests.

Recognized stakeholders with four quarterly ads in Business Lexington newspaper and all DLP members on website and with social media posts.

Managed the Downtown Merchant Association and hosted 5 meetings attended by 100+ members.

Implemented Shop & Celebrate holiday promotion program with 35 participating restaurants, bars shops and hotels generating \$20,000 of purchases at downtown businesses.

## 2018 ANNUAL REPORT DISTRIBUTION PARTNERSHIP WITH LEXINGTON HERALD-LEADER

### LEXINGTON HERALD-LEADER DISTRIBUTION

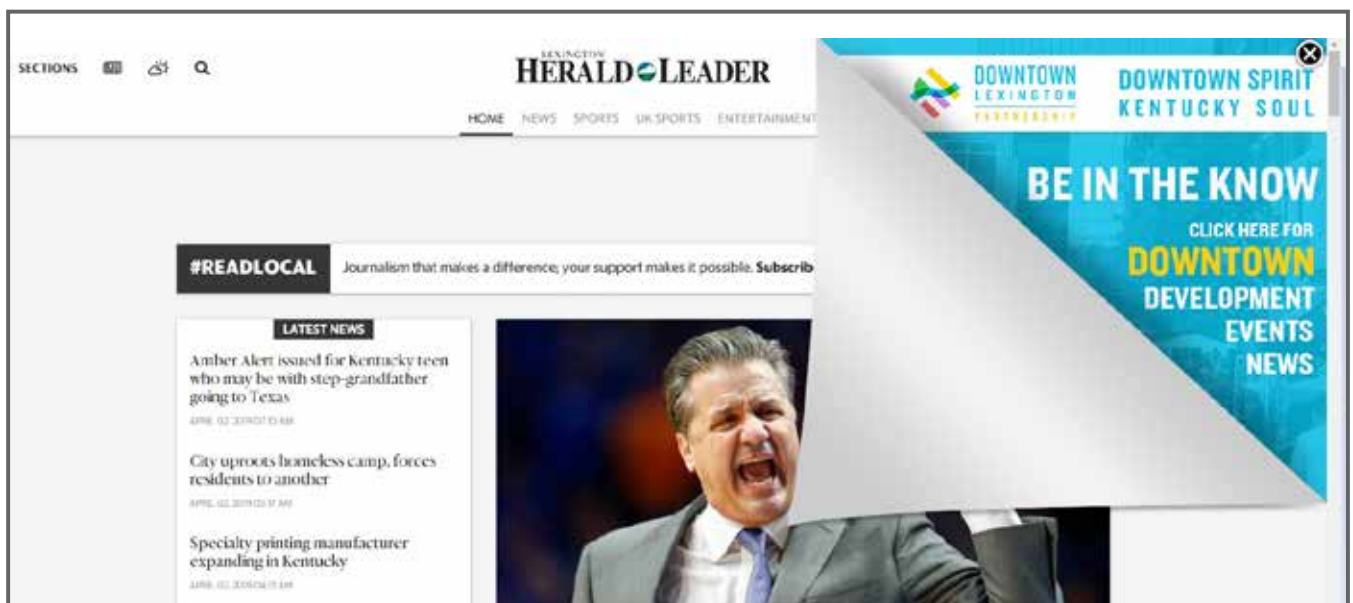
**Distributed to 50,000 Herald-Leader subscribers as a tabloid insert.**

**30-day on-line campaign with projected 75,000 impressions.**

**20,000 corner peels.**

**75,000 mobile triangle ad units on home UK Sports, Living, Business.**

**Content hub for one year.**





# DLP MEMBERS

Many thanks to our 200 members whose investment in DLP made it possible to have a very successful 2019.

## STAKEHOLDERS



## LEADERS



## ADVISORS

21C Museum Hotel  
Blue & Co., LLC  
Bluegrass Sotheby's  
International Realty  
City Center Companies  
Clay Ingels Company,  
LLC  
Dean Dorton Allen Ford,  
PLLC  
Family Savings  
Magazine  
Frost, Brown, Todd LLC.  
J. Smith Lanier & Co.  
Kentucky American  
Water

Kentucky League of  
Cities (KLC)  
Kentucky Utilities  
Company  
Koller & Warner  
Construction, LLC  
Langley Properties  
Lexington Center  
Corporation  
Lexington Clinic  
Lexington Legends  
Lexington Parking  
Authority  
Lord Aeck Sargent  
Water

Lynn Imaging -  
Monster Color  
Mason Structure  
Melia Realty Group  
Messer Construction,  
Inc  
Old National Bank  
Sturgill, Turner, Barker  
& Moloney  
Traditional Bank  
Transylvania University

## MERCHANTS

Ballast  
Barney Miller  
Base 110  
Be Mediaspa  
Bella Rose  
Belle's Cocktail House  
Big Blue Martini  
Blue Fire Bar and Grill  
Brennan and  
Associates -  
Merrill Lynch

Buddha Lounge  
Centro  
Commerce Lexington  
Debra A. Hensley,  
Hensley Agency  
Dinsmore & Shohl LLP  
EOP Architects  
Ethereal Brewing  
Fowler Bell, PLLC  
Goodfellas Pizzeria  
Gresham Smith

Gus's World Famous  
Fried Chicken  
Harvey's Bar and  
Hugo's Ultalounge  
Image 360  
Infinity: Skybar & Cafe  
Jeff Ruby's Steakhouse  
Joe Rosenberg Jewelers  
Kentucky Growers  
Insurance Co.  
Kring, Ray, Farley &  
Riddle PSC

L.V. Harkness & Co  
LexEffect  
Lockbox  
Milward Funeral  
Directors, Inc.  
MODD haus  
Noodles & Company  
Parkboy Properties  
Parlay Social  
Pasta Garage  
Pink Spider

Print Lex  
Ross, Sinclair,  
& Associates  
Rupp Arena  
Savane Silver  
Sav's Grill, LLC  
School Sushi  
Silvestri Real Estate, LLC  
Soundbar  
Tate Hill Jacobs  
Architect, Inc.

The Square  
Tony's Steak and  
Seafood  
Wildcat Saloon  
Wiser Strategies  
Xpress Valet

## PATRONS

A1 Portables, Inc.  
AIDS Volunteers, Inc. (AVOL)  
Alliance Financial Planning  
American Heart Association  
Arbor Youth Services  
AthensWest Theatre Co.  
Atlas Contracting  
Barrett Partners  
Bicycle Face  
Bluegrass Care Navigators  
Bluegrass Community  
Foundation  
Bluegrass Greensource, Inc.  
Bluegrass Kettle Masters  
Bluegrass Tavern  
Bluegrass Valuation Group, LLC

Blue-Moon Restrooms  
Build Inclusion  
Carin for Nurses  
Carnegie Literacy Center  
Castleton Lyons  
CD Central  
Chef Doug's Gourmet Food, LLC  
Christ Church Cathedral  
Community Action Council  
Dupree & Company, Inc.  
Explorium of Lexington  
Faitte Irish Imports  
Fayette Alliance Foundation  
Fayette County Farm Bureau  
First Presbyterian Church  
First United Methodist Church

Gather on Main  
Group CJ  
Guardian Security  
Hilary J. Boone Center  
Honnah-Lee Bubble Tea, LLC  
Kentucky Theatre  
Lady Veterans Connect, Inc.  
LexArts, Inc.  
Lexington Children's Theatre  
Lexington Farmer's Market  
Lexington Habitat for Humanity  
Lexington History Museum  
Lexington Montessori School  
Lexington Public Library  
Lexington Real Estate Company  
Lexington Theatre Company

Lextran  
Lyric Theatre & Cultural Arts  
Center  
Mary Todd Lincoln House  
McCarthy's Irish Bar  
Metro Employee Credit Union  
Moveable Feast Lexington, Inc.  
NAI Isaac  
Padgett Construction  
Paula Hanson  
Payroll Solutions  
Repicci's Italian Ice of the  
Bluegrass  
Rolling Red Phoenix  
(Red State BBQ)  
Rotary Club of Lexington

Safety-Kleen  
Sayre School  
Shrout Tate Wilson Consulting  
Engineers Software Information  
Systems (SIS)  
Sts. Peter & Paul Regional  
Catholic School Studio Players  
The Bluegrass Trust for Historic  
Preservation, Inc.  
The Group Travel Leader, Inc.  
The Living Arts and Science  
Center  
The Nest - Center for Women,  
Children and Families  
The Prichard Committee  
The Triangle Foundation  
UK Markey Cancer Foundation

Urban League of Lexington-  
Fayette Co.  
Walther, Gay, & Mack, PLC  
Webb, Hoskins, Brown &  
Thompson, PSC  
Worlds Apart  
WUKY  
Xooker  
YMCA of Central Kentucky

# SHOP AND CELEBRATE HOLIDAY PROMOTION PROGRAM

**Awarded 12 New Year's packages and generated 195 receipts worth \$20,000 an average sale of \$102, an increase of 16% per receipt compared to 2018. Secured \$20,000 of media value through media partnerships and implementing a strategic marketing plan that included:**

## PRINT & DIGITAL ADS

Distributed post card and ad feature in Family Savings Magazine, mailed to over 150,000 homes in the Lexington area.

Digital ads with TOPS in LEX, resulting in 230,000 impression and 1,000 engagements

Postcard insert in the November issue of Southsider and Chevy Chaser distributed to 30,000.

Insert in Lexington Children's Theatre (LCT) Playbill for Dec 6-8th performances at the Lexington Opera House.

## RADIO AND TV

84 sixty-second produced interviews on KISS 96.9

26 fifteen-second promotional announcements KISS 96.9.

100+ fifteen-second ads throughout November and December on WKYT.

LEX18, Noon news Downtown Shop and Celebrate feature.

## DLP TOOLS

Dasher panel and banner at Triangle Park, Unified Trust Company Ice Rink.

Banner in Downtown Lexington's Annual Christmas Parade.

Weekly feature in DLP's e-newsletters: Monday Matters and Get Downtown.

Program and businesses featured on downtownlex.com homepage, and Shop and Celebrate featured event page.

Four blog posts on DLP's blog.



Postcard insert in November issues of Southsider and Chevy Chaser.



Dasher Board panel promoting Shop and Celebrate at Unified Trust Ice Rink which attracts 20,000 during the holidays.



Liza Betz, Faillie Irish Import Shop presents a winner with her New Year's Eve hotel package from the Shop and Celebrate Holiday promotion.

# MARKETING AND PROMOTIONS

Used 6,500 radio and TV commercials and on-air appearances to promote DLP events and members and downtown events and businesses.

Grew e-newsletters mailing list by 50% to 4,518 and sent 71 electronic newsletters that mentioned DLP and featured 50+ member events or news items weekly with a 24% open rate, 7% higher than the industry average.

Recorded 68,760 visits to the DLP website.

Created and implemented marketing/communications plans for all DLP events and programs.

Developed Social Media Calendar and implemented social media and e-marketing plans that promoted DLP events and members and downtown events and businesses:

- Included 4,962 member mentions.
- Increased Facebook page likes 110%.
- Increased Twitter impressions 40%.
- Increased Instagram posts 152%.

Made 6,500 TV and radio commercials and appearances.

71 e-newsletters sent to 4,800 recipients.



## SOCIAL MEDIA AND ELECTRONIC MARKETING BENCHMARKS

	E-Newsletters	f	Twitter	Instagram
Posts/Frequency	71	292	164	219
Followers	4,518	8,086	11,939	3,384
Engagements	N/A	25,298	236	5,329
Impressions	320,778	459,254	178,121	N/A
Reach	76,799	343,272	N/A	131,406



## DLP SPONSORS

Many thanks to our 45 sponsors who invested in our events allowing DLP to host 50+ free community events to enhance the quality of life Lexington residents and providing \$4.7 million economic impact.

## PRESENTING SPONSORS



## ADDITIONAL EVENT SPONSORS

Aqua-Tots Swim Schools  
Bicycle Face  
Block by Block  
Bluegrass Cycling Club  
Bluegrass Sotheby's International Realty  
CHI St. Joseph  
Columbia Gas of Kentucky  
Dinsmore & Shohl LLP  
Everybody Fights Kentucky  
Fazoli's  
G&J Pepsi-Cola Lexington KY  
Geddes Pools  
HDR  
Hilliard Lyons Baird  
Horse Country  
Keeneland  
Kentucky American Water  
Kentucky Eagle  
KRM Wagering  
LeafFilter  
Lexington Center Corporation  
Lexington Parking Authority

Lextran  
Maker's Mark  
Melia Realty Group  
Metronet  
MODD haus  
R.W. Thompson Landscaping  
Safety-Kleen  
Soundbar  
Spotz Gelato  
State Farm Insurance – Jeff Briggs  
State Farm Insurance – Steve Hardman  
Stewart Perry Agency  
SKYBAR-Lexington  
Stoll Keenon Ogden, PLLC  
The Hub  
The Webb Companies  
Traditional Bank  
University of Kentucky  
University of Kentucky College of Law  
VisitLEX  
Water + Oak  
Windstream

# HOSTING AND MANAGING DOWNTOWN EVENTS

## ECONOMIC IMPACT OF DLP HOSTED AND MANAGED EVENTS

TOTAL ECONOMIC IMPACT	TOTAL DOLLARS PAID TO RESIDENTS (HOUSEHOLD INCOME)	STATE GOVERNMENT REVENUE GENERATED	LOCAL GOVERNMENT REVENUE GENERATED	FULL TIME EQUIVALENT (FTE) JOBS SUPPORTED
\$4,747,300	\$3,056,583	\$311,311	\$248,165	137.4



### Central Bank Thursday Night Live

- Produced 26 free public concerts drawing 40,000+ to downtown.
- Provided 140 concessions vending opportunities for food trucks/ restaurants.
- Created new logo décor featured throughout the event site and on the stage.



### Mayfest Arts Fair Presented by Republic Bank

- Produced a successful two-day event with estimated attendance at 20,000.
- Recruited 80 arts/crafts vendors, 12 concessions vendors, and one vendor to provide free children's crafts and face painting.
- Hired 12 musicians to perform for 14 hours.



### Bike Lexington Family Fun Ride Presented by Pedal Power

- Expanded route through the University of Kentucky campus.
- Produced a safe, successful community bicycle ride and festival with estimated attendance at 500.
- Increased event support to include contributions from two local bikes shops.



### Fountain Films on Friday Presented by PNC Bank

- Attracted 750 people over three nights.



### Ball Homes and Central Bank Present Lexington's Fourth of July Festival

Produced six successful, safe events including: Great American Pie Contest & Ice Cream Social, Patriotic Concert, Downtown Street Festival, Parade, July Fourth Live! and Fireworks Display. Assisted Parks & Recreation staff with Bluegrass 10k foot race.

- Recruited 44 pie contest participants.
- Provided 14 live entertainment performances during the Street Festival, including an entire site dedicated to youth bands/performers.
- July Fourth Live featured a performance by The Ranahans at the Fifth Bank Pavilion.
- Recruited 42 parade entries.
- Worked with R.J. Corman Rail Yard to return the fireworks display to their site.
- The festival featured 26 concessions vendors (including 10 brick & mortar business from Downtown/Chevy Chase/Distillery district).
- Included were 41 "general" vendors (arts/crafts, political, commercial, etc.).



### Luminate Lexington Presented by Kentucky Utilities Company

#### Lexington's Tree Lighting Festival, Presented by Immanuel Baptist Church

- Produced a successful Tree Lighting Ceremony attended by 2,500+.
- Produced a festival leading up to the Ceremony which included free children's activities, music, and ice skating.
- Recruited Bluegrass Concessions at Triangle Park Café to provide food and beverage service.

### Lexington's Christmas Parade Presented by Metro by T-Mobile

- Moved the parade from a Tuesday evening to a Saturday morning.
- Produced a safe, successful parade with estimated attendance of 12,500.
- Recruited Lafayette High School and Bryan Station High School marching bands and 50 entries representing community businesses and organizations.

### Unified Trust Company Ice Rink in Triangle Park

- Attracted an estimated 50,000 skaters and viewers.
- Recruited Bluegrass Concessions to provide hot food and beverages during ice rink hours.

# BUILDING STRONG PARTNERSHIPS AND MANAGING DLP

**Recruited and trained 17 college interns to work on marketing, events and real estate projects earning 2,550 credit hours toward their degree, hired one intern upon graduation as a full time DLP staff member.**

- Managed DLMD programs and services.
- Participated in LFUCG budget link process and obtained \$147,050 of funding in the purchase service agreement.
- Participated on Lexington Fayette County Parking Authority an Advisory Board Member.
- Convened and managed DLP and DDA boards and DLP Advisory Board.
- Managed DLP finances and completed clean audit.
- Developed organizational work plan and annual budget and hired staff as needed.

## DLP PARTNERSHIPS



**LEXINGTON**

**Lexington Fayette Urban County Government (LFUCG)**

Partnering organization in LFUCG economic development efforts:

- Hosted DLP events providing an estimated \$4.7 million economic impact and a return of \$6 in local government funding for every \$1 LFUCG invested.
- Leveraged \$40,000 LFUCG invested in DLP events with \$367,000 invested by DLP.
- Supported economic development by implementing Short St. plan, meeting with developer prospects, implementing business support programs, tracking downtown development and occupancy and developing the State of Downtown Report.
- Participated in the LFUCG budget link and purchase service agreement process resulting in \$147,055 PSA agreement and reviewed DLP Work Plan with each of the 15 LFUCG council members and Mayor Linda Gorton.



**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**

**Downtown Lexington Management District (DLMD) Managed**

DLMD programs and services including:

- Renewal Process:
  - Developed renewal letter, brochure and petition and mailed to 484 property owners.
  - Managed renewal committee.
  - Developed renewal video.
  - Held 5 public outreach meetings.
- Developed 12-month budget and obtained board approval.
- Oriented new DLMD board members.



## Downtown Lexington Management District (DLMD) (continued)

- Convened six bimonthly board meetings.
- Hosted joint Annual Meeting and State of Downtown.
- Managed DLMD programs including Property Improvement Grant Program, LexLights!, off-duty police patrol and Ambassadors.
- Ordered and installed DLMD branding on ATV for support of the Ambassador program.
- Assisted with processing invoices and updating financial statements.
- Negotiated DLMD service contract providing \$70,000 to DLP for its services.



**Alltech ONE Conference** Produced a concert at Fifth Third Pavilion for 1,000 Alltech employees from across the world:

- Set-up stage and coordinated sound tech.
- Showcased local Kentucky offerings:
  - Booked local musicians.
  - Served Lexington Brewing Co. Beer
  - Scheduled Kentucky BBQ vendor.



**Keeneland** Partnered with Keeneland for a special opening day Central Bank Thursday Night Live at the track attended by approximately 6,500:

- Worked with Keeneland marketing team to produce graphics
- Supported Keeneland's marketing by Implementing DLP marketing plan
- Ad promoting entire Central Bank Thursday Night Live season placed in 7,400 programs distributed during Spring Meet.



**Triangle Park Café** Worked to attract visitors, provide programming and manage café.

- Leased café to Lexington Legends during summer and Bluegrass Concessions for the 2019-2020 Ice Rink season.
- Conducted thorough review of café and make necessary repairs/upgrades.
- Renewed both state and local liquor licenses in Triangle Foundation's name.
- Supported alcohol licensing for Lexington Legends and Bourbon Chase.



**Bluegrass Trifecta Race Series** Partnered to create a 3-race series for Lexington with Visit LEX, Bluegrass Sports Commission, & Division of Parks & Recreation.

- Efforts led an increase in attendance in Bluegrass 10K, Midsummer Night's Run, and the Big Lex 4k, a new race for Lexington.
- Promoted the Trifecta through social and traditional media.

## 2020 PLANS

Increase the number of members and sponsors and increase membership and sponsorship revenue to \$550,000.

Host quarterly mixers.

Recruit more merchant members and host regular merchant meetings.

Introduce new merchant programs and grow Shop and Celebrate holiday promotion.

Host 60+ event days including two new events Savor Short Street and Downtown Fashion Week.

Make new enhancements in Central Bank Thursday Night Live and downtown parades.

Increase economic impact of DLP events.

Implement strategic marketing and earned media plan utilizing DLP website, social media tools, paid media and partnerships that promote DLP members and downtown.

Send 100+ weekly e-newsletters growing our recipient list to more than 5,000 to market Downtown and highlight Downtown businesses and events.

Secure LFUCG funding.

Continue to build strong partnerships.

Grow DLP Advisory Board.





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