



# 2020

ANNUAL REPORT

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## OVERCOMING HARDSHIP AND LOSS THROUGH TEAMWORK AND PARTNERSHIPS



DOWNTOWN  
LEXINGTON  
PARTNERSHIP



DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT

# WHO WE ARE



**Downtown Lexington Partnership (DLP)** was formed in the 4th quarter of 2017 when the boards of Downtown Lexington Corporation (DLC) Lexington Downtown Development Authority (LDDA) merged under a common board. In 2020 LDDA, which was solely funded by the Lexington Fayette Urban County Government (LFUCG), was defunded by LFUCG and the common board separated.

Today, DLP (the dba moniker of the DLC) continues to function as 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.



**Downtown Lexington Corporation (DLC)**, founded in 1988, is a 501(c)4 membership-based, event and marketing not-for-profit. Through events and promotion efforts, DLC enhances the quality of life in Downtown Lexington and encourages responsible economic development in the downtown business core and its surrounding neighborhoods and districts. The DLC mission is to promote and facilitate development of 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 business and the local government.



**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 (DLMD)** DLP also manages the program 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 in May 2015 by the Lexington Fayette Urban County Government (LFUCG) Council through Ordinance No. 52-2015, after a majority of property owners within the proposed District approved a petition to request its establishment. In 2020, the district was renewed by petition and ordinance through 2025. DLMD uses the District property tax levy to enhance and manage the 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.
- Allocating resources for economic development programs that support property owners/businesses and for marketing Downtown to developers and business prospects.

## 2020 DLP BOARD OF DIRECTORS

**Steve Kelly, President**  
Central Bank (Retired)

**Melody Flowers, Vice Chair**  
University of Kentucky

**Paul Johnston, Treasurer**  
Blue & Co.

**Woodford Webb, Secretary**  
The Webb Companies

**Steve Grossman, Chair Emeritus**  
RW Baird

**Paula Hanson, Past Chair**  
Dean Dorton (Retired)

**Lawrence Wetherby**  
Republic Bank

**James H. Frazier, III**  
McBrayer, McGinnis, Leslie &  
Kirkland, PLLC

**Kevin Atkins**  
City of Lexington

**Ann Bakhaus**  
Town Branch Fund

## 2020 DLMD BOARD OF DIRECTORS

**James H. Frazier, III, Chair**  
McBrayer, McGinnis, Leslie & Kirkland,  
PLLC

**Liza Betz, Vice Chair**  
Failte Irish Shop

**Mary Quinn Ramer, Treasurer**  
VisitLEX

**Clay Angelucci, Secretary**  
Block+Lot

**Dougie Allen**  
Creaux

**Kevin Atkins**  
City of Lexington

**Bryanna Carroll**  
Kentucky League of Cities

**Juan Castro**  
The JCC Group

**Scott Davidson**  
Langley Properties Company

**Jake Gibbs (deceased)**  
Council Member

**Stan Harvey**  
Lord Aeck Sargent

**Steve Kay**  
City of Lexington

**Thomas Pettit**  
Resident

**Taunya Phillips**  
Resident

**Mark Swanson\***  
Council Member

**Woodford Webb**  
The Webb Companies

\*M. Swanson appointed to fill J. Gibbs term

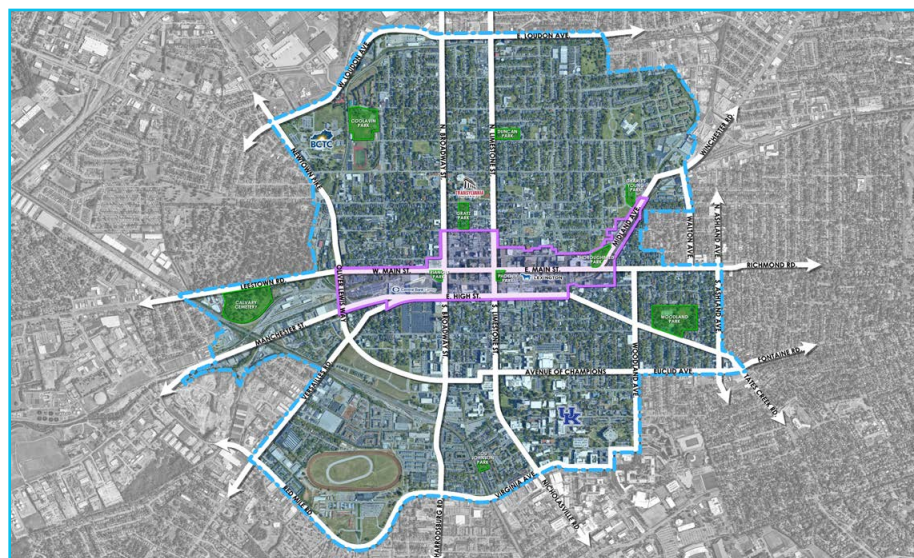
## OUR WORLD

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.

## 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.



DLP MISSION AREA BOUNDARY

DLMD BOUNDARIES

PARKS

# WHAT WE DID

## OVERCOMING HARDSHIP AND LOSS THROUGH TEAMWORK AND PARTNERSHIPS

Together DLP and DLMD were able to overcome the financial hardship created by the COVID-19 pandemic and summer long protests which took their toll on the downtown economy and caused a number of permanent business closings. DLMD suffered the personal loss of Board member Jake Gibbs who passed away suddenly at the beginning of the year. DLMD was also challenged by an unexpected decrease in levy revenue. DLP also persevered in spite of loss of City funding, restructuring the DLP board and ending the year in a strong financial position. DLP's staff, though working remotely for much of the year, used teamwork to be nimble and responsive creating new partnerships and promotions to help the needs of our downtown merchants, restaurants and bars. DLP and DLMD are positioned to help downtown move forward with a strong recovery in 2021 and look forward to working with our partners and downtown businesses continuing to make downtown vibrant and successful.

## KEY ACHIEVEMENTS

### COVID-19 RESPONSE

DLP and DLMD worked together to proactively and aggressively develop and implement programs to support our businesses during their time of need.

**Goal: To develop and implement business support programs, marketing initiatives and virtual events to provide financial support to downtown businesses and drive customer spending downtown.**

- Developed and managed joint DLP/DLMD business recovery and reopening grant program providing a pool of \$80,000 to fund grants to 34 businesses leveraging \$288,592.
- Worked with the City on the outdoor dining options and extension of expanded dining and provided technical assistance to downtown businesses looking at street closures and expanded dining.
- Directed DLMD Ambassadors to focus on power washing and disinfecting surfaces.
- Implemented three special marketing programs: Wear to Show You Care presented by Humana, DowntownLex Together presented by Central Bank, and Locally Lexington in partnership with Kinetic by Windstream. Programs were promoted with 271 posts with a combined 5,199 engagements and 210,584 impressions with a reach of 145,285. Web pages for the programs generated 1,283 web views combined.
- Created several webpages in response to COVID-19 including a resource page that was updated daily as well as a page that listed up to date info on downtown businesses and their offerings. Pages earned a combined 2,794 pageviews and had an average view time of 2:57.
- Hosted giveaways across DLP social media channels that featured downtown businesses and encouraged followers to support local throughout the pandemic.
- Hosted eight virtual events to help drive customers to downtown businesses.



### PROMOTION OF SPECIAL MARKETING PROGRAMS

**271** posts      **5,199** engagements

**210,584** impressions

**145,285** reach

**1,283** web views



## KEY ACHIEVEMENTS

Obtained nearly **\$1.9 million** dollars of in-kind support and services for events and marketing since 2017 including \$217,000+ in 2020.

Created and published quarterly new project list documenting **\$478 million** in recently completed projects and **\$994 million** of projects in the pipeline due to be completed by 2025.

Created 1,021 posts to 29,366 combined followers generating 740,000 impressions with a reach of **1.2 million**.

DLP applied and granted **\$83,100** Payroll Protection Program.

Unanimously restructured DLP board allowing it to grow to **40+** board members.

Developed a joint DLP/ DLMD business recovery and reopening grant program providing a pool of \$80,000 to fund grants to 34 businesses leveraging **\$288,592**.

Retained International Downtown Association to conduct Value of Downtown study of Lexington which showed downtown is a significant job center documenting 40,000 downtown jobs accounting for 20% of all jobs in the city and Downtown is significant funder of City government, generating **\$44 million** in local occupational taxes annually.

Retained Gentleman McCarty in January 2020, to conduct a second consumer perception survey of the Lexington seven-county metro area which showed that **88%** had visited downtown in a six-month period and spent on average \$64.54 per trip.

Obtained unanimous LFUCG Council approval to renew DLMD District through **2025**.

Provided **11,787** hours of clean and safety ambassador patrols.

Awarded \$20,500 in property improvement grants to four businesses leveraging **\$355,628** of investment.

Awarded **\$20,000** grant to support installation of LED programmable lighting on the Vine St. Pedway.

Awarded **\$5,000** to create rotating public art program in in Triangle Center that features local artists' works.



# DEVELOPING AND CREATING

## DEVELOPING AND CREATING AN INSPIRING DOWNTOWN

LDDA leads efforts to develop Downtown and enhance placemaking, beautification and accessibility. LDDA has the following goals and priorities.

### Goals:

- 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



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

## DOWNTOWN REOPENING & RECOVERY GRANT PROGRAM

Visit [downtownlex.com](http://downtownlex.com) for more info

### BUSINESS RECOVERY AND REOPENING GRANT PROGRAM

**\$3,000**

grants on a

**75%**  
match

**\$77,416**

awarded to  
34 businesses  
leveraging

**\$288,592**

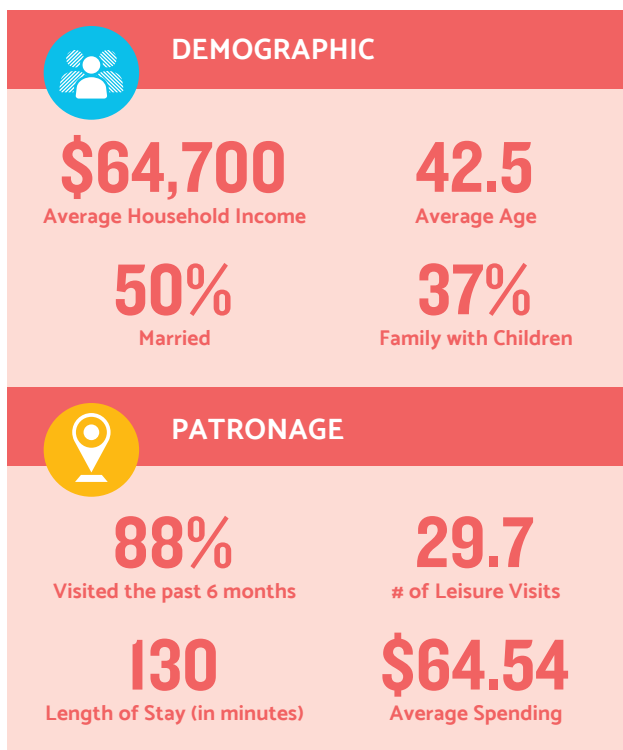
## 2020 ACHIEVEMENTS

### Planning and Development

- Developed and managed joint DLP/DLMD business recovery and reopening grant program:
  - Developed program specifics of \$3,000 grants on a 75% match.
    - Obtained \$15,000 from Downtown Lexington Corporation Foundation and \$65,000 from DLMD to fund the program.
    - Awarded \$77,416 to 34 businesses leveraging \$288,592.
- Met with and or provided market information and technical assistance to 18 prospective businesses and developers.
- Participated in Zoom In-fill Committee meetings.
- Managed DLMD property and lighting improvement grant program.
- Worked on reimagining the Civic Commons for a project at Charles Young Park performing park evaluations over eight days and providing park data analysis to Civic Commons team and participating in coordination and community engagement meetings.
- Supported Town Branch Commons (TBC) and Town Branch Park Planning including reimagining the civic commons team and other public spaces adjacent to the Commons and providing demographic and economic information to Town Branch Fund to assist in an America in Bloom grant application.
- Participated and supported other downtown planning efforts including e-sports support venues that are downtown, national approaches to Covid-19 recovery and how cities are reopening public spaces, Phoenix Park improvements.

## Benchmarking and Communicating Downtown's Health and Community Impact

- Partnered with DLMD to retain the International Downtown Association (IDA) to conduct research and publish Calculating the Value of Downtown Lexington Report and presented at the State of Downtown virtual event. Report found that Downtown is a significant job center and importer and City funder:
  - 40,000 downtown jobs accounts for 20% of all jobs in the city. No other council district comes close to matching its concentration of jobs.
  - Downtown has a high proportion of knowledge-industry jobs, on average, downtown workers earn more than workers citywide or regionwide.
  - Downtown has 60% of the city's total incubator spaces.
  - Downtown workers provide \$44 million in local occupational taxes each year to the City including \$17.6 million which comes from 6,500 people who work downtown but live outside the county.
- Partnered with DLMD to retain Gentleman McCarty in January 2020, to conduct a second consumer perception survey of the Lexington seven-county metro area documenting the local customers' patronage and perceptions of Downtown. Like the 2018 survey, the results showed that downtown continued to attract a significant number of residents from throughout the region. In fact, the 2020 survey showed that 88% had visited downtown in a six-month period and spent on average \$64.54 per trip.



### DOWNTOWN WORKFORCE

**40,000**  
downtown jobs account for  
**20%** of all jobs  
in the city



INSPIRED LEADERS  
SHAPING CITIES

### DOWNTOWN'S IMPACT ON LOCAL GOVERNMENT FUNDING

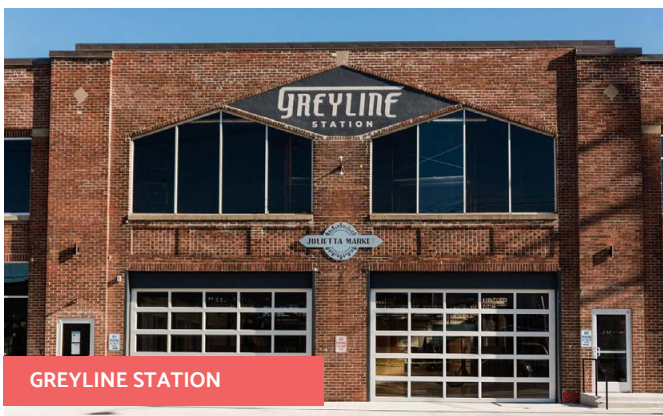
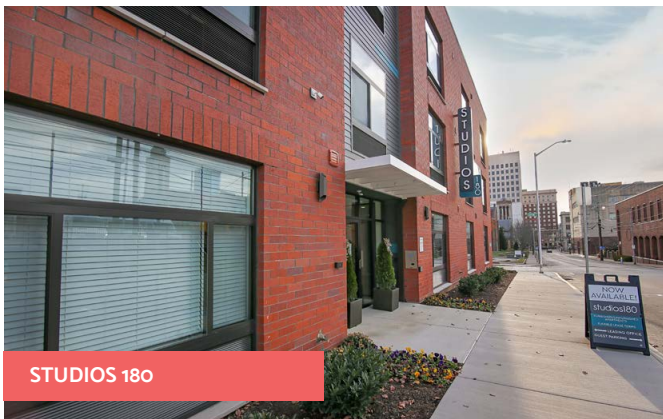
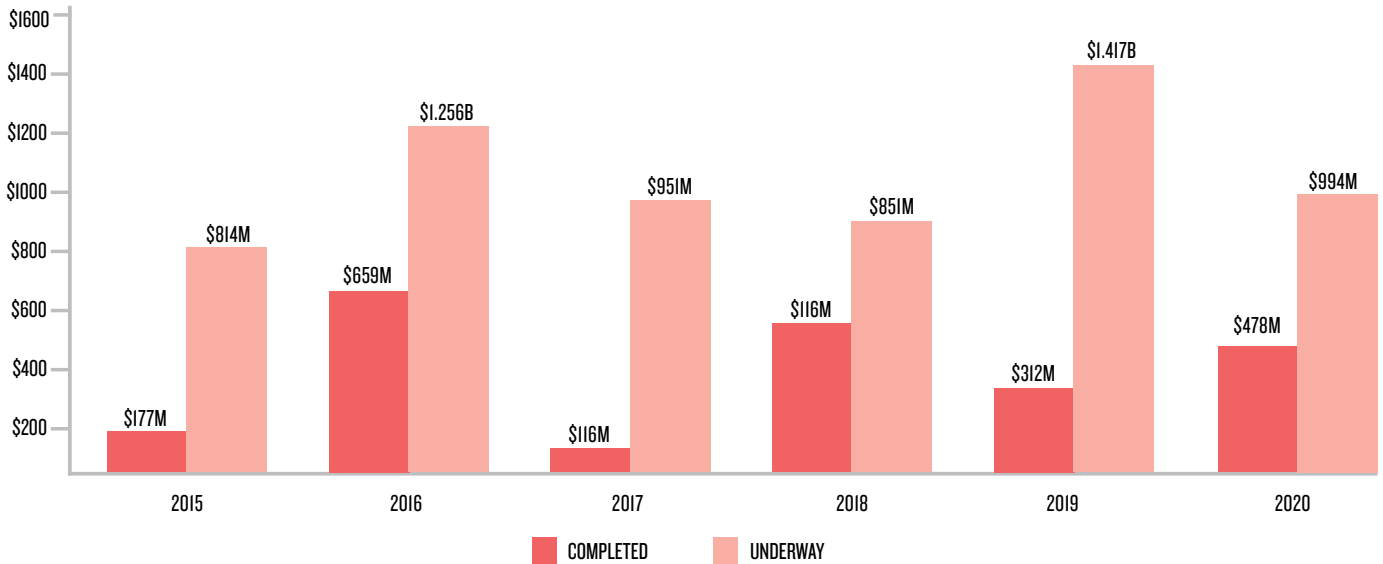
**\$44 million**  
in local occupational taxes each year  
to the City by Downtown workers  
**\$17.6 million**  
local occupational taxes from non-Fayette  
County residents working downtown

- Hosted virtual State of Downtown presentation and published a State of Downtown report documenting Downtown's vibrancy and presented and distributed report at virtual State of Downtown presenting data on the Downtown Customer Base, Commercial Real Estate, Mobility and Transit, and Living and Quality of Life.
- Created and published quarterly new project list documenting \$478 million in recently completed projects and \$994 million of projects in the pipeline due to be completed by 2025.
- Documented 30 new retail, restaurant, bar retail service and entertainment street level business openings and 28 closings.
- Worked with PBID to create an online property database.

# DEVELOPING AND CREATING

## NEW PROJECT PIPELINE SURGES IN 2020

Since 2015 more than \$1.8 billion of new project have been completed. In 2020, the number of new projects underway grew to 22 with the total investment exceeding \$994 million. Below is a table showing the new project pipeline by year since 2015.



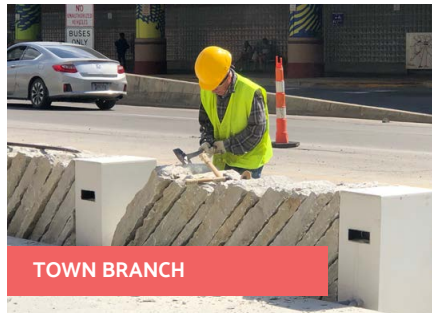


## Placemaking Projects

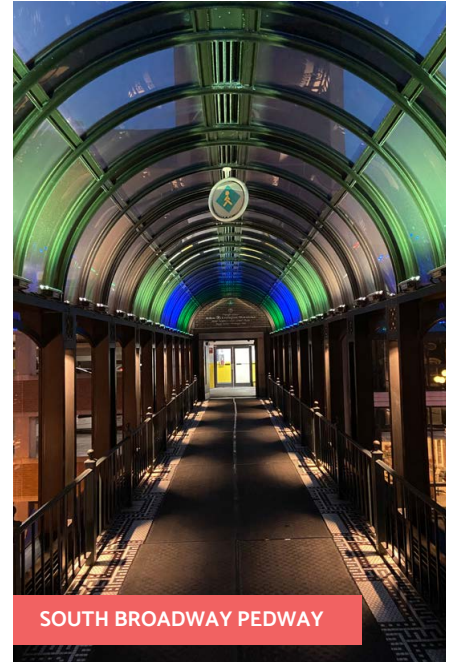
- Assisted Arts Connect with planning rotating window art program downtown and co-wrote Mural Arts grant application.
- Updated the pedestrian wayfinding signs and organization system.
- Coordinated the pedway lighting schedule with LexPark, who are operating the controls and 300 W. Vine.



TOWN BRANCH



TOWN BRANCH



SOUTH BROADWAY PEDWAY

## 2021 PLANS

### Planning and Development

- Continue to implement Short St. plan in coordination with area stakeholders and City.
- Work with partners to develop long term vision and improvements to Fifth Third Bank Pavilion and Tandy Park and implement new improvements to Triangle Park.
- 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.
- Continued joint DLP/DLMD Property Improvement Grant program.
- Manage working groups to engage real estate and developer community and improve office and street level occupancy.
- Implement Skywalk/Pedway improvement projects with partners.
- Update and improve wayfinding in partnership with VisitLex and the City.
- Manage beautification committee as members work to create coordinated downtown landscaping décor.
- Provide concierge training for DLMD and LexPark ambassadors.



CENTRAL BANK CENTER CONSTRUCTION



THE MET

# MANAGE AND MAINTAIN

## MANAGE AND MAINTAIN DOWNTOWN DISTRICT

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

### Goals:

- 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.



## DOWNTOWN LEXINGTON MANAGEMENT DISTRICT

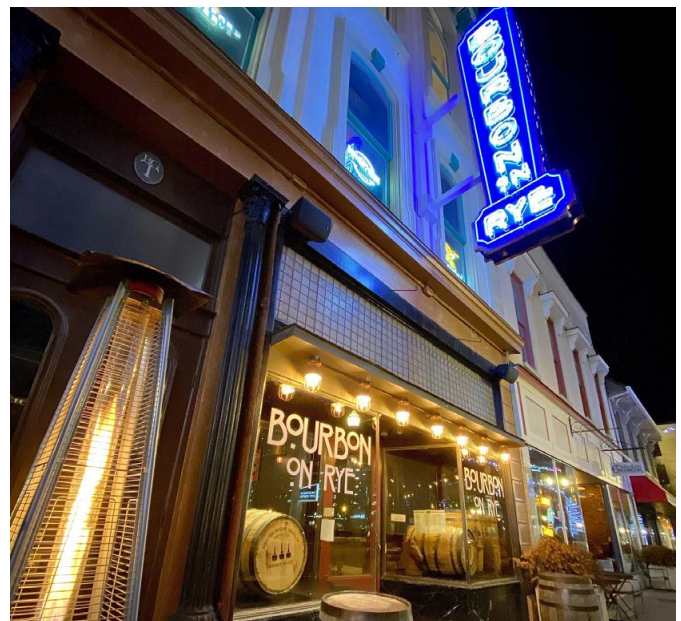
## 2020 ACHIEVEMENTS

### Renew the Downtown Lexington Management District.

- Delivered the required petitions to Mayor's Office for certification.
- Participated in LFUCG Council Work Session for the initial presentation for renewal.
- Renewed the district for five additional years with unanimous approval at council.
- Hosted reception to thank property owners for signing renewal petition.

### Provided financial support for the joint DLP/DLMD property improvement grant program managed by DLP.

- Awarded \$20,500 to four businesses leveraging \$355,628 of investment.
- Earmarked \$65,000 of unspent program money to support the joint DLP/DLMD Reopening and Recovery Grant program and increased the match to 75% capped at \$3,000.



### Supported Lighting, Placemaking and Public Art Projects.

- Contracted with K. Savage, Arts Connect to create rotating public art program at the Triangle Center rotating 8-10 artworks by local artists quarterly featuring Becky Simmermacher July-Sep and Monica Pipia Oct-Dec 2020.
- Hosted LexLights pedway unveiling reception attended by 50+.
- Awarded \$2,500 to Bourbon on Rye (1 business) leveraging \$26,000.
- Awarded \$20,000 to Vine St. pedway project.



PROPERTY  
IMPROVEMENT  
GRANT  
PROGRAM

**\$20,500**

awarded to  
4 businesses  
leveraging

**\$355,628**

## Improve Cleanliness and Perceptions of Cleanliness and safety

- Clean Ambassadors logged 9,882 patrol hours to keep downtown clean and disinfected.
- Safety Ambassadors logged 1,905 patrol hours in and around Downtown parking lots to help deter transient/panhandling.
- Contracted with the Office of the Fayette County Sheriff to provide 786.5 hours of patrolling in the district enhancing public safety, interacting with customers, making arrests and responding to medical emergencies.

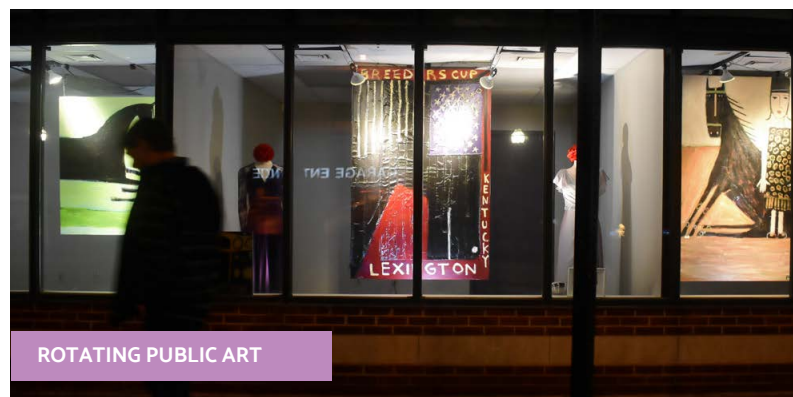


## DLMD Ambassador Yearly Benchmarks

|                              | 2016   | 2017  | 2018   | 2019   | 2020   | TOTAL  |
|------------------------------|--------|-------|--------|--------|--------|--------|
| Bags of Leaves Collected     | n/a    | 45    | 243    | 248    | 103    | 639    |
| Business Contacts            | 36     | 38    | 42     | 76     | 43     | 235    |
| Graffiti/Stickers Removed    | 2,992  | 4,338 | 780    | 758    | 718    | 9,586  |
| Hospitality Assistance       | 167    | 575   | 4,246  | 6,681  | 4,192  | 15,861 |
| Loitering Observed           | 2      | 83    | 26     | 33     | 25     | 169    |
| Motorist Assist              | 36     | 84    | 256    | 382    | 44     | 802    |
| Panhandling Aggressive       | 6      | 22    | 44     | 38     | 19     | 129    |
| Panhandling Passive          | 26     | 146   | 202    | 111    | 126    | 611    |
| Powerwashing Hours           | 23     | 90    | 89     | 84     | 145    | 431    |
| Request for Police/Fire/EMS  | 5      | 24    | 33     | 13     | 52     | 127    |
| Sidewalk Drains Cleared      | 1,125  | 3,711 | 264    | 1,147  | 11,458 | 17,705 |
| Trash Removed (lbs)          | 10,756 | 9,348 | 13,196 | 21,005 | 16,256 | 70,561 |
| Weed Abatement (block faces) | 942    | 582   | 1,057  | 2,120  | 2,444  | 7,145  |

## 2021 PLANS

- Continue Clean and Safety Ambassador patrols.
- Provide funding for property improvement, lighting and recovery grants program.
- Continue LexLights! program.
- Manage vacant store window rotating public art program.
- Continue DLP and DLMD partnership on program management, joint events and marketing/grant initiatives.
- Co-host the DLP/DLMD Annual Meeting and State of Downtown.



ROTATING PUBLIC ART



# MARKET, PROMOTE AND PROGRAM

**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.**

## **Goals:**

- Increase sales, visitorship and investment in Downtown and DLP and improve DLP visibility through strategic marketing and events.
- Develop strong, effective partnerships with collaborating organizations to create a vibrant Downtown.
- Build an organization with adequate resources, professional staff and engaged leadership, stakeholders and volunteers.

## **2020 ACHIEVEMENTS**

### **Membership and Sponsorships**

- Obtained \$162,000 in sponsorships and \$188,000 in memberships with a renewal rate of 72% in spite of event cancellations and business closings due to COVID-19 pandemic.
- Hosted one Membership Mixer at Gather on Main attracting more than 50 in early March.
- Recognized stakeholders with three ads in Business Lexington newspaper and an ad in The Lane Report and all DLP members on website and with social media posts.
- Implemented DowntownLEX Together presented by Central Bank and Shop & Celebrate presented by Central Bank customer rewards programs with 50+ participating restaurants, bars shops and hotels.





# 2020 DLP MEMBERS

Many thanks to our members whose investment in DLP made it possible to have a very successful 2020.

## STAKEHOLDER



## LEADER



## ADVISOR

|  |                         |   |                              |                                    |
|--|-------------------------|---|------------------------------|------------------------------------|
| 21C Museum Hotel                         | Family Savings Magazine | KEMI (Kentucky Employers' Mutual Insurance) | Lord Aeck Sargent            | Stites & Harbison                  |
| Blue & Co., LLC                          | Frost, Brown, Todd LLC. | Kentucky League of Cities (KLC)             | Lynn Imaging - Monster Color | Sturgill, Turner, Barker & Moloney |
| Bluegrass Sotheby's International Realty | Garmer & Prather, PLLC  | Kentucky Utilities Company                  | Mason Structure              | Traditional Bank                   |
| Central Bank Center                      | Greer Companies         | Koller & Warner Construction, LLC           | Messer Construction, Inc     | Transylvania University            |
| Clay Ingels Company, LLC                 | J.Smith Lanier & Co.    | Langley Properties                          | Old National Bank            |                                    |
| Dean Dorton Allen Ford, PLLC             | Jeff Ruby's Steakhouse  | Lexington Clinic                            | Print Lex                    |                                    |

## MERCHANT

|                         |                        |                                  |                                 |                            |                                  |
|-------------------------|------------------------|----------------------------------|---------------------------------|----------------------------|----------------------------------|
| Barney Miller           | East End Tap and Table | Gus's World Famous Fried Chicken | Kentucky Growers Insurance Co.  | Roulay                     | Tate Hill Jacobs Architect, Inc. |
| Base HIO                | EDP Architects         | Harvey's Bar & Hugo Lounge       | Kring, Ray, Farley & Riddle PSC | Rupp Arena                 | The Square                       |
| Be Medspa               | Ethereal Brewing       | Henry Clays Public House         | Lexington Insurance Agency Inc  | Savane Silver              | Tony's Steak and Seafood         |
| Bella Rose              | Fowler Bell, PLLC      | High on Art and Coffee           | Lexington Opera House           | Sav's Grill, LLC           | Town Branch Park                 |
| Buddha Lounge           | Goodfellas Pizzeria    | Image 360/Allegra Printing       | Milward Funeral Directors, Inc. | School Sushi               | Triangle Grille                  |
| Blue Fire Bar and Grill | Graze Woodlands, LLC   | Infinity: Sky Bar & Café         | Mind Over Body Studio           | Silvestri Real Estate, LLC | Wiser Strategies                 |
| Centro                  | Gresham Smith          | Jasmine Rice                     | Old Vine Bistro                 | Soundbar                   | Wildcat Saloon                   |
| Commerce Lexington      | Guardian Security      | Keeneland Mercantile             | Pasta Garage                    | Sugar Belle's Boutique     | Xpress Valet                     |

## PATRON

|                                 |                                  |                               |                                     |   |  |
|---------------------------------|----------------------------------|-------------------------------|-------------------------------------|---|--|
| A Cup of Common Wealth          | Bluegrass Valuation Group, LLC   | Dupree & Company, Inc.        | Lexington Montessori School         | Rotary Club of Lexington                            | The Living Arts and Science Center             |
| AthensWest Theatre Co.          | Blue-Moon Restrooms              | Explorium of Lexington        | Lexington Public Library            | Rotary Club of Lexington After Hours                | The Prichard Committee for Academic Excellence |
| Barrett Partners                | Castleton Lyons                  | Faite Irish Imports           | Lockbox                             | Safety-Kleen  | UK Markey Cancer Foundation                    |
| Belle's Cocktail House          | CD Central                       | Fayette Alliance Foundation   | Lyric Theatre                       | Sayre School  | Urban League of Lexington-Fayette Co.          |
| Bicycle Face                    | Chocolate Holler                 | Fayette County Farm Bureau    | Mary Todd Lincoln House             | Shrout Tate Wilson Consulting Engineers             | Walther, Gay, & Mack, PLC                      |
| Big Blue Martini                | Christ Church Cathedral          | First Presbyterian Church     | Parkboy Properties                  | Steve Kelly   | Webb, Hoskins, Brown & Thompson, PSC           |
| Blue Grass Community Foundation | CycleYouLexington                | First United Methodist Church | NAI Isaac                           | Sts. Peter & Paul Regional Catholic School          | Worlds Apart                                   |
| Bluegrass Greensource, Inc.     | Debra A. Hensley, Hensley Agency | Gray Construction             | Paula Hanson                        | Studio Players                                      | Xooker   |
| Bluegrass Kettle Masters        | (State Farm Insurance Companies) | Kentucky Theatre              | Payroll Solutions                   | Surgery on Sunday, Inc.                             |  |
| Bluegrass Tavern                | Don and Christine Slaughter      | LexArts, Inc                  | Rolling Red Phoenix (Red State BBQ) | The Bluegrass Trust for Historic Preservation, Inc. |  |

# MARKET, PROMOTE AND PROGRAM

## DowntownLEX Together presented by Central Bank

In response to the impacts of COVID-19 and the reopening of our state, the Downtown Lexington Partnership launched DowntownLEX Together presented by Central Bank. DowntownLEX Together provided customers the opportunity to win two \$50 gift cards weekly and an overall grand prize of \$500 cash by shopping, dining, drinking or staying downtown during the reopening phases of the state. In addition, every Tuesday on social media DLP celebrated #TakeoutTuesday with an additional chance to win a \$25 gift card to a downtown restaurant. Over the seven weeks of the program: fourteen \$50 gift cards were given out supporting seven different downtown restaurants, six \$25 gift cards supporting four different downtown restaurants, and a grand prize of \$500 cash. Customers sent in a total of 273 receipts from 59 different downtown businesses.



### Print and Digital Ads

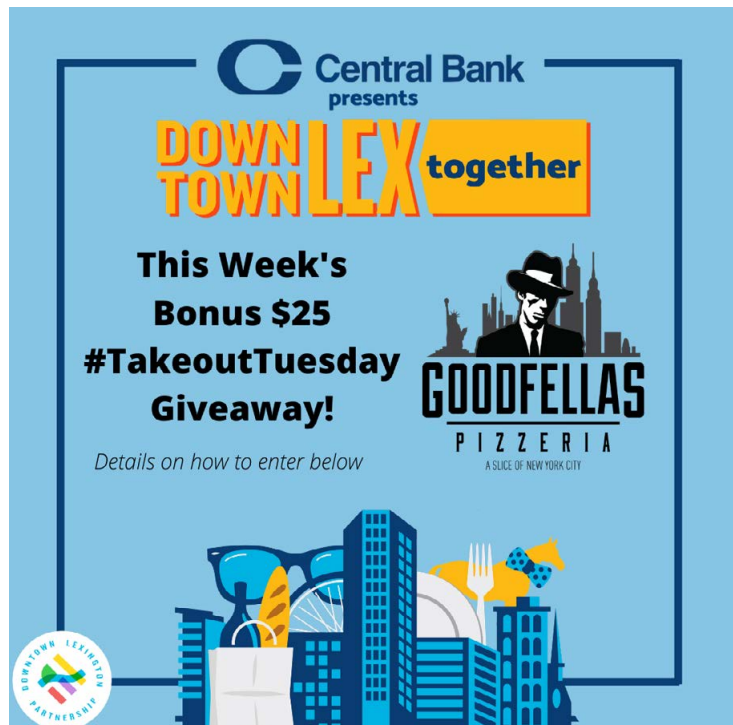
- ¼ page print ad in the July issue of Business Lexington.
- Fifteen-second video spot on the Marriott City Center Video Board, airing multiple times daily.

### Radio and TV

- 100+ fifteen-second spots on LEX18
- 400+ fifteen-second promotional announcements over six cumulus radio stations.
- Television interviews on Spectrum1 News, Good Day Kentucky, WTVQ.
- Radio interview with WVLK.

### DLP Tools

- 16x3 banner at 316 W. High.
- Weekly feature in DLP's e-newsletter: Reopening Downtown.
- Promoted on the DLP's social media platforms resulting in 196 posts, with a reach of 158,541, impressions of 141,501 and 3,245 engagements.



## Shop and Celebrate presented by Central Bank

Shop and Celebrate provided customers the opportunity to win two \$50 gift cards weekly and an overall grand prize of \$500 cash by shopping, dining, drinking or staying downtown during the holiday season at one of our participating member businesses. In addition, every Tuesday on social media DLP celebrated #TakeoutTuesday with an additional chance to win a \$25 gift card to a downtown restaurant. Over the four weeks of the program: eight \$50 gift cards were given out, and three \$25 gift cards supporting downtown restaurants, as well as a grand prize of \$500 cash. Customers sent in a total of 236 receipts.

### Print and Digital Ads

- Quarter page ad feature in Family Savings Magazine, mailed to over 150,000 homes in the Lexington area.
- Digital ads on The Lane Report's website lanereport.com.
- Quarter page ad in the combined December issue of Southsider and Chevy Chaser distributed to 30,000.

### Radio and TV

- 100+ fifteen-second promotional announcements over six cumulus radio stations airing multiple times daily.

### DLP Tools

- Dasher panel and banner at Triangle Park, Unified Trust Company Ice Rink.
- Banner at 316 W. High Street.
- Weekly feature in DLP's e-newsletter: Reopening Downtown.
- Program and businesses featured on downtownlex.com homepage, and Shop and Celebrate featured event page.
- Promoted on the DLP's social media platforms resulting in 49 posts, with a reach of 24,430, impressions of 18,745 and 422 engagements.



## DLP SPONSORS

Many thanks to our 2020 sponsors who invested in our events and programs.

### PRESENTING SPONSORS



### ADDITIONAL EVENT SPONSORS

Aqua-Tots Swim Schools  
Block by Block  
Columbia Gas of Kentucky  
Community Trust Bank  
Dinsmore & Shohl LLP

Downtown Lexington Management  
District  
G&J Pepsi  
Kentucky American Water  
Kinetic by Windstream

Lexington Clinic  
Lextran  
NiSource Charitable Foundation  
R.W. Thompson Landscaping  
Safety-Kleen

The Webb Companies  
Traditional Bank  
VisitLEX  
Wiser Strategies

# MARKET, PROMOTE AND PROGRAM

## MARKETING AND PROMOTIONS

Used 3,700 radio and TV commercials and on-air appearances to promote DLP events and members and downtown events and businesses.

Created and updated digital ads throughout the year, including stakeholder recognition on the Lane Report website, which receives over 2.4 million pageviews, 1.1 million users, and over 2.2 million banner impressions annually.

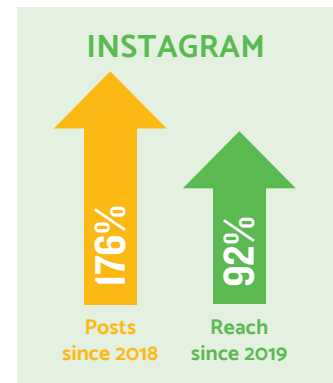
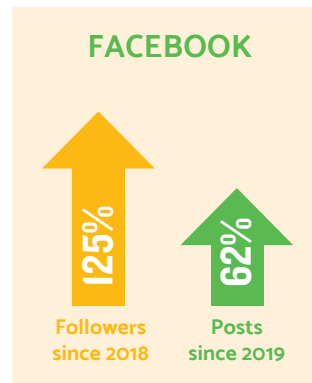
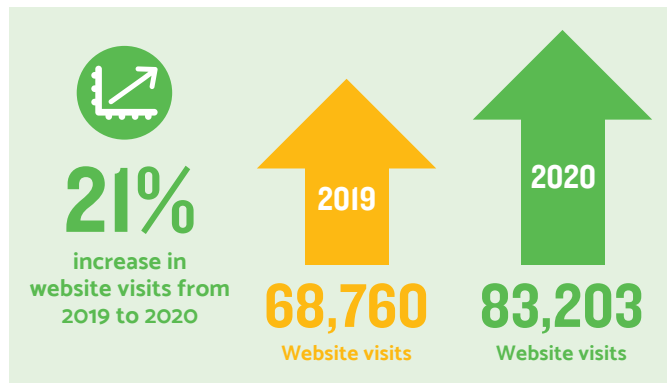
Grew e-newsletters mailing list by 10% to 4,914 and sent 68 electronic newsletters that mentioned DLP and featured member events or news items weekly. Totaled 303,501 sends with a 25% open rate, 9% higher than the industry average. Increased click-rate from 9% to 13%, which is 11% higher than the industry average.

Increased visits to the DLP website by 21%, from 68,760 visits in 2019 to 83,203 in 2020.

Created and implemented marketing/communications plans for Virtual Mayfest, DowntownLEX Together, State of Downtown, Annual Meeting, Downtown Sprit Speaker Series, Locally Lexington, Wear to Show You Care, Luminate Lexington, as well as Shop and Celebrate.

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

- Increased Facebook page following by 125% since 2018.
- Increased number of posts on Facebook by 62% compared to 2019.
- Increased number of tweets by 47% compared to 2019.
- Increased Instagram posts' reach by 92% compared to 2019.
- Increased number of Instagram posts by 176% since 2018.



|                 | E-Newsletters | Facebook | Twitter | Instagram |
|-----------------|---------------|----------|---------|-----------|
| Posts/Frequency | 69            | 473      | 240     | 240       |
| Followers       | 4,914         | 8,695    | 11,394  | 4,363     |
| Engagements     | n/a           | 5.95%    | 487     | 9,797     |
| Impressions     | 303,501       | 433,400  | 173,010 | 275,149   |
| Reach           | 38,538*       | 402,090  | n/a     | 252,601   |

\*Calculated by multiplying the number of people on the mailing list (4,914) by the avg open percentage (0.25) by the number of e-newsletters sent (68).



## HOSTING AND MANAGING DOWNTOWN EVENTS

### Mayfest Arts Fair

- Created a “Virtual Mayfest” event on Facebook, allowing vendors the opportunity to share their online platform in an effort to drive sales.
- 12 vendors were able to participate in the virtual event, with several sales reported.



### Unified Trust Company Ice Rink in Triangle Park

- Worked alongside Ice Rink Events and Lexington Ice Center to produce a COVID-19 safe environment for guests to enjoy.
- Attracted an estimated 40,000 skaters and viewers.



### Downtown Spirit Speaker Series

Presented by PNC Bank

- Produced four Zoom programs representing different industries and their experiences during COVID-19.
- Programs were viewed by 559 guests.



### Lexington's Tree Lighting Ceremony

Presented by Baird, a

part of Luminate Lexington  
Presented by Kentucky Utilities Company

- Produced a virtual Tree Lighting Ceremony viewed by 238 guests via DLP Zoom and social media, with additional broadcast outlets including LEX TV and City of Lexington's YouTube channel.
- Worked with Chabad of the Bluegrass to install a menorah in Triangle Park for Hanukkah.



### DLP & DLMD Annual Meeting & Awards of Excellence Presentation

Presented by Republic Bank.

- Produced a virtual event that was engaged with by 641 guests via Facebook live and DLP's website.
- In conjunction with the event, debuted the 2019 DLP Annual Report.



### Lexington's Reverse Christmas Parade

Presented by Baird, a part of Luminate Lexington  
Presented by Kentucky Utilities Company

- Created a unique parade experience where guests stayed in their vehicles and drove past participants and on a self-guided holiday light tour through downtown.
- Produced a safe parade showcasing 13 entries and attended by more than 1,000 vehicles of guests.



### State of Downtown Presentation

Presented by Republic Bank

- Produced a virtual event that was engaged with by 419 guests via Facebook live and DLP's website.
- In conjunction with the event, debuted the 2019 State of Downtown Report.



### Breeders' Cup Festival

- Produced outdoor entertainment in five locations throughout downtown, creating 110 unique performance opportunities and paying \$5,500 in stipends to local performers.
- Hired nine performers over three venues on behalf of Breeders' Cup for VIP receptions that paid \$8,000 to local/regional performers.



## 2021 PLANS

- Increase the number of members and sponsors and increase membership and sponsorship revenue to by 25% over 2020.
- Host 15+ events that span 100+ days providing an estimated \$3.2 million economic impact.
- Develop and implement impactful promotional programs to support retail, restaurants, bars and hospitality venues.
- 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.

# BUILD STRONG PARTNERSHIPS. MANAGE DLP.

## BUILD STRONG PARTNERSHIPS

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

### IN-KIND SUPPORT

Building strong partnerships have leveraged nearly \$1.9 million dollars of in-kind support and services to support events and marketing.

- **2017:** \$531,859
- **2018:** \$568,889
- **2019:** \$566,089
- **2020:** \$217,147

In-kind supporters include:

#### Event support

City of Lexington

#### Event media

Cumulus Media

LM Communications

WLEX18

WKYT

#### Program media

The Lane Report

Family Savings Guide

## PARTNERS AND COLLABORATING ORGANIZATIONS



**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**



**LEXINGTON**



**University of  
Kentucky**



### DLMD

- District renewal approved by LFUCG City Council after 2019 petition, DLP-led process that obtained 256 signatures representing 57% of appraised value.
- Convened six bimonthly board meetings via Zoom.
- Developed, launched and managed joint DLP/DLMD Reopening and Recovery Grant program.
- Convened Budget Committee and finalized FY2020-2021 budget and obtained board approval.
- Created and published joint Annual Report and State of Downtown and hosted joint Annual Meeting and State of Downtown virtually.
- Negotiated DLMD service contract providing \$67,000 to DLP for its services and provided monthly invoices.
- Managed DLMD programs including Property Improvement Grant Program, LexLights!, and Ambassadors.
- Assisted with processing invoices and updating financial statements.

### City of Lexington

- Participated in the LFUCG budget link and Request for Proposal (RFP) purchase service agreement (PSA) process.
- Completed City Recovery Grant application.
- Conducted orientation meetings with appointed LFUCG District 3 Council member M. Swanson and District 3 candidates H. LeGris and J. Mohler.
- Attended annual State of City.
- Processed monthly PSA invoice and documentation through June 30th.

### Collaborating Organizations:

**LEXPark, Commerce Lexington, VisitLEX,  
University of Kentucky, Transylvania University**

- Participated in LEXPark virtual board meetings and provided DLP and downtown updates.
- Attended Commerce Lexington Annual Meeting.
- Worked with VisitLEX to update downtown wayfinding system.
- Hired eight college interns in 2020 providing more than 300 hours of support for DLP events and marketing.

## MANAGE DLP

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

### DLP Advisory Board

- Hosted 1st quarter meeting attended by 32.
- Sent 2020 sponsorship packet to members to allow them first access to opportunities.
- Cancelled meetings for rest of year due to COVID-19 pandemic.

### DLP Board Management

- Created new DLP board structure to attract strong, diverse leadership and sufficient financial resources to pursue the DLP mission.
  - Convened Downtown Lexington Corporation dba Downtown Lexington Partnership and Lexington Downtown Development Authority (LDDA) boards and both boards voted unanimously to terminate the partnership agreement due to City ceasing to provide financial support to fund LDDA.
  - Created and sent termination letter to Mayor and Vice Mayor.
  - Developed new bylaws allowing DLP to expand its board to 40+ members.
  - Convened Nominating Committee and began recruiting new DLP Board members.
- Convened monthly Executive Committee and DLP Board meetings via Zoom.

### Organizational and Staff Management

- Developed and distributed 2020 DLP Work Plan.
- Began developing 2021 DLP Work Plan.
- Implemented four-day work week and 80% pay from August to December in response to financial challenges created by COVID-19 pandemic. Went to remote working for most of the year.
- Hosted weekly staff meetings via Zoom.
- Managed E. Howard transition dividing his responsibilities with DLP staff due to City not funding LDDA.
- Conducted annual performance reviews and made compensation adjustments.

### Financial and Office Management

- Submitted application for Payroll Protection Program and received \$83,100 loan that was forgiven.
- Completed City Recovery Grant application. Managed R. Hall, Besten and Dieruf, PLLC bookkeeping services.
- Reconciled all bank accounts and produced monthly financial statements and entered all financial items into QuickBooks.
- Processed bi-monthly payroll through Payroll Solutions.
- Finalized 2020 Budget and received approval from DLP Board.
- Completed Charitable Gaming Annual Report for DLP Foundation.
- Prepared 1099's and filed 990's in conjunction with Blue & Co., LLC.
- Submitted Kentucky League of Cities (KLC) Quarterly Filing and United States Liability Insurance Group (USLI) Annual Report.

THANK YOU TO  
OUR SPONSORS

Presenting Sponsor

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

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**Baird**

Platinum Sponsor  
**Block by Block**

Award Sponsor  
**Community Trust Bank**

Gold Sponsors

**Traditional Bank**  
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**Lextran**  
**Central Bank**  
**Maker's Mark**  
**Hilton Lexington/Downtown**



**Terry Sweeney**  
President & CEO



**Laura Farnsworth**  
Senior Event Director



**Taylor McDonald**  
Membership &  
Development Manager



**Harrison Stiles**  
Marketing &  
Event Coordinator

## 2021 PLANS

- Grow and manage DLP Board of Directors and Advisory Board attracting strong leadership and sufficient financial resources to help DLP and downtown thrive.
- Build strong partnerships and create robust committee system to leverage staff and public and private resources.
- Manage staff and finances to maximize DLP's impact.
- Explore hosting organizational/downtown planning process to help build common vision among our board and partners.



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859-219-4260

<sup>1</sup>Greenwich Associates' 2020 surveys of North American Equity Investors. Surveys conducted with 91 small-cap and mid-cap fund managers and 228 U.S. buy-side trading desks that use electronic trading, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

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