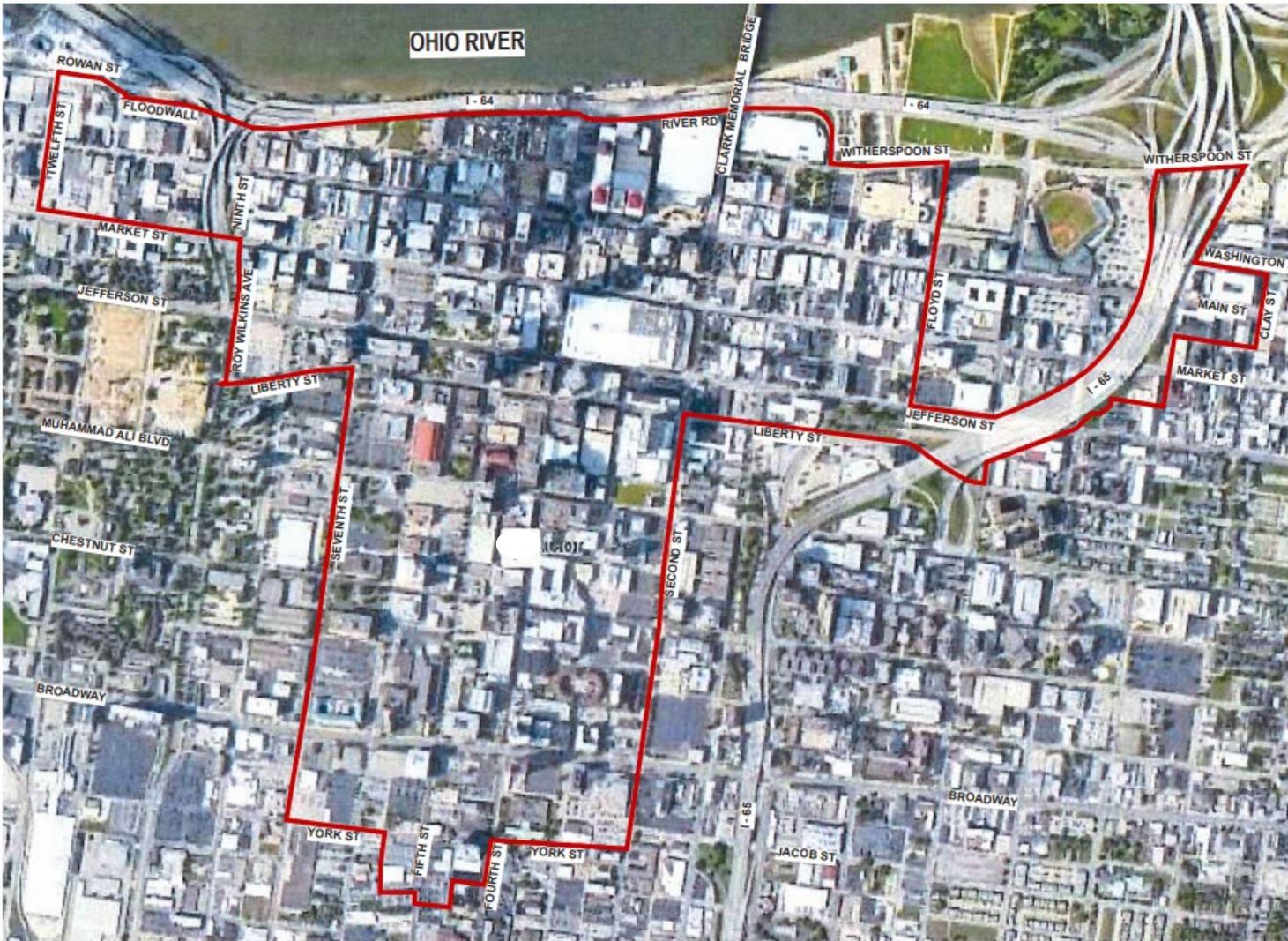


Louisville Downtown Management District

Proposed 2022 Operating Budget



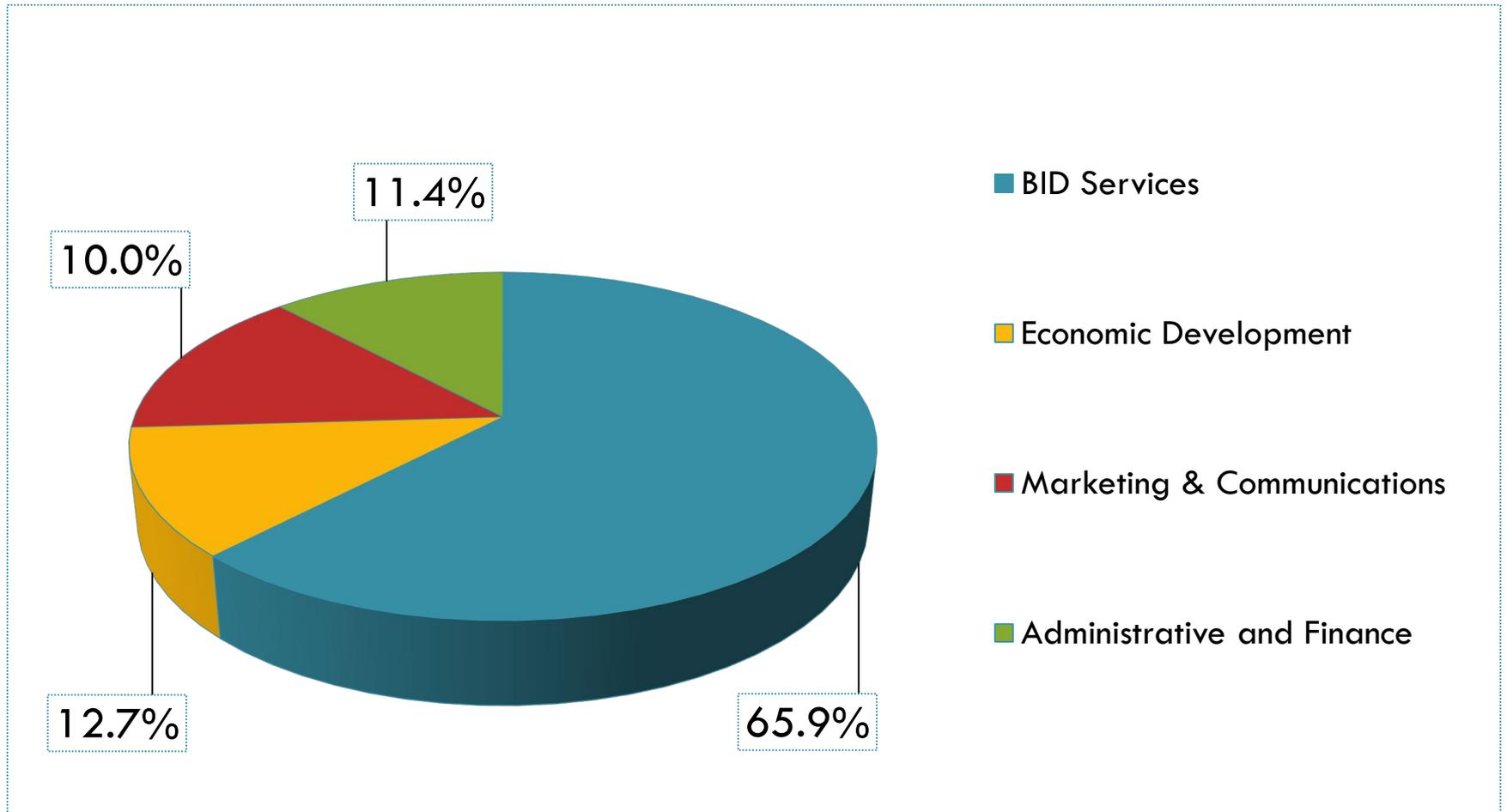
Louisville Downtown Management District



Operating Budgets

	Proposed 2022 Budget
<u>REVENUES</u>	
Assessments	1,434,050
Contracts for Services	188,450
Other Income Sources	8,095
Total Revenues	1,630,595
<u>EXPENDITURES</u>	
Environmental / Appearance / Use	1,074,930
Economic Development	206,940
Marketing & Communications	163,270
Administrative & Finance	185,455
Total Expenditures	1,630,595
<u>NET REVENUE</u>	0

2021 BID Operating Expenditures



Economic Development

Our plan for 2022 focuses on addressing a changing retail and tourism landscape, while also providing a home for a workforce that will anchor the financial resilience of our Downtown.

We will continue to:

1. Provide technical assistance to Downtown businesses
2. Employ our economic stabilization and recovery plans to mitigate the impacts of the Covid-19 downturn
3. Maintain a real-time inventory/map of businesses and tenants
4. Implement new methods to attract tenants that would normally not occupy Class A office or office tower space

We will begin to:

1. Establish partnerships among the different business sectors of Downtown
2. Grow the number of restaurants and retailers in Downtown
3. Support developers with site selection while maintaining a specific focus on adaptive re-use
4. Advocate for a healthy mix of market rate and workforce housing options in Downtown.



Research

The BID maintains an extensive database of information on nearly every aspect of Downtown. This includes fact sheets and inventories covering economic information, demographic information and data on the physical environment.

- **Investment and Development**
- **Census Information**
- **Hospitality**
- **Office Space**
- **Transportation and Parking**
- **Residential**
- **Retail Space**
- **Streetscape and the Built Environment**



Built Environment

Our plan for 2022 focuses on continuing the vital management work for maintaining our built environment and beginning new projects to enhance our Downtown streetscapes and general infrastructure.

We will continue to:

1. Monitor traffic, construction, and permitting developments in Downtown
2. Ensure dynamic streetscape design to provide an inviting pedestrian space
3. Identify and catalogue the repair needs for our streetscape furniture and light poles
4. Provide insight and guidance on paving projects on behalf of our Downtown stakeholders
5. Coordinate with Metro Public Works to ensure proper restoration of roads and sidewalks
6. Provide technical assistance for the replacement of litter bins and streetlights
7. Advocate in the interest of Downtown for future business and residential developments
8. Provide timely notification to property owners and businesses that will be impacted by infrastructure work and advocate on their behalf during construction



We will begin to:

1. Engage in the update of a Downtown Master Plan
2. Advocate for redevelopment best practices to enhance the quality of life for our Downtown residents
3. Examine infrastructure improvements needed to support electric vehicles
4. Monitor the street conversions from one-way to two-way

BID Services

In 2022, through its Business Improvement District (BID), LDP will continue to provide hospitality-focused, supplemental services to enhance the appearance and condition of our Downtown sidewalks, curb lines and public right of ways while serving as a friendly source of information for visitors, workers and residents.

These services, designed to supplement and enhance the cleaning and maintenance efforts of both private property owners and Louisville Metro, operate seven days per week and provide the following core services within the boundaries of the District:

- **Supplemental Cleaning Services:** These services include 1) removal of litter and debris using both manual and mechanical means, 2) graffiti identification and abatement, 3) weed abatement, 4) leaf sweeping, 5) snow removal at crosswalk access ramps and 6) ad hoc projects in response to unique public and weather events.
- **Hospitality & Safety Assistance:** Our Ambassadors are a friendly, uniformed presence on the streets and provide assistance to Downtown guests, workers and residents every day.
- **Business Interactions:** During the performance of their daily duties, our Ambassadors have a great opportunity to interact with street-level businesses across the District.
- **Public Space Enhancements:** The Partnership works on a variety of sponsored initiatives to make the streets and alleys of Downtown more interesting and appealing.



Marketing, Communications & Events

In 2022, we will continue our successful programs from previous years while we also implement new campaigns that expand and promote businesses and events in our Downtown.

We will continue to:

1. Host, support, or provide key operational and promotional assistance for Downtown festivals and events
2. Communicate key traffic alerts and any long-term construction impacts
3. Support locations in Downtown that drive tourism dollars into our community
4. Promote spaces in Downtown that can be activated for retail and entertainment (Re-purposed, Music Alley)
5. Partner with other Downtown organizations to create an effective and uniform marketing strategy for Downtown

We will begin to:

1. Provide resources to less-established event hosts to promote a variety of diverse, equitable, and inclusive events in our Downtown
2. Improve our communications to Downtown business, residents, and stakeholders
3. Grow the Downtown502Living Showcase and increase our outreach to prospective Downtown residents and develop a downtown residential listings portal
4. Enhance our interactive Downtown events page and increase utilization of the platform



LDMD Board of Directors

Councilman Jecorey Arthur	Metro Council-District 4	Louisville/Jefferson County Metro Government
Ms. Belinda Baser	Managing Member	Domino Partners LLC
Mr. John Duffy	President	RJE Business Interiors
Ms. Rebecca Fleishaker	Chief, Louisville Forward	Louisville/Jefferson County Metro Government
Mr. John Ford	General Manager	Riverside Parking
Mr. Paul V. Ford	President	Riverside Parking
Mr. Brian Funk	Engineering Dept	Louisville Metro Public Works & Assets
Ms. Mariah Weyland Gratz	Operations Director	Weyland Ventures
Ms. Celia Robbin Hansen, CCIM, MCR	Work Place Solutions	Humana Inc
Mr. Kenneth E. Haskins	General Manager	Jones Lang Lasalle Americas, Inc.
The Hon. David James	Metro Council-District 6	Louisville/Jefferson County Metro Government
Mr. Stan A. Moore	Partner	MAPS Security, LLC
Mr. Bill Schreck	Intreum Executive Diretor	Louisville Downtown Partnership
Lt. Caleb Stewart	Sector Commander	Louisville Metro Police
Ms. Shannon Tivitt	Liaison Director, One Water Project	Louisville Water Company
Mr. Andy Treinen	President & CEO	The Frazier History Museum
Mr. T. Lee Weyland	Director of Leasing & Branding	Weyland Ventures
Mr. J. Scott Wright, CFM	Director of Facilities Management	Kindred Healthcare, Inc.

QUESTIONS?



LOUISVILLE
DOWNTOWN
PARTNERSHIP