

RESOLUTION NO. 112, SERIES 2017

A RESOLUTION APPROVING THE BUDGETS AND ECONOMIC IMPROVEMENT PLANS FOR THE LOUISVILLE DOWNTOWN MANAGEMENT DISTRICT FOR THE PERIODS JANUARY 1, 2017 THROUGH DECEMBER 31, 2017 AND JANUARY 1, 2018 THROUGH DECEMBER 31, 2018.

SPONSORED BY: Council Member Bryant Hamilton

WHEREAS, the Louisville Downtown Management District (“District”) is established pursuant to LMCO Chapter 160, Sections 160.01-160.98 (“Ordinance”) which provides for the financing of economic improvements that specifically benefit privately-owned property within the District; and

WHEREAS, the Board of Directors for the District have developed budgets for the periods from January 1, 2017 through December 31, 2017 and January 1, 2018 through December 31, 2018 (“Budgets”) and economic improvement plans (“Plans”) as required by the Ordinance; and

WHEREAS, the Board of Directors have submitted the Budgets and Plans as attached hereto as Exhibit A.

NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATIVE COUNCIL OF THE LOUISVILLE/JEFFERSON COUNTY METRO GOVERNMENT (THE COUNCIL) AS FOLLOWS:

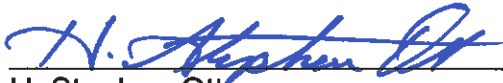
SECTION I: That as required by the Ordinance, a public hearing was held for the purpose of soliciting comments upon the Budgets and the Plans.

SECTION II: That the Budgets and the Plans are approved as attached.

SECTION III: That this body directs the Board of Directors of the District to publish the Budgets and the Plans pursuant to KRS Chapter 424.

SECTION IV: That this Resolution shall take effect upon its passage and


approval.



H. Stephen Ott
Metro Council Clerk



David Yates
President of the Council



Greg Fischer
Mayor

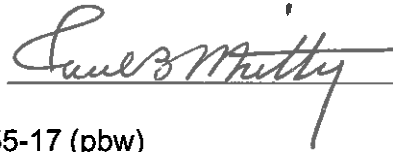
10/30/17

Approval Date

APPROVED AS TO FORM AND LEGALITY:

Michael J. O'Connell
Jefferson County Attorney

**LOUISVILLE METRO COUNCIL
ADOPTED**
October 26, 2017

BY: 

R-155-17 (pbw)

APPENDIX A

Louisville Downtown Management District

2017 Budget & Economic Improvement Plan
and 2018 Budget and Economic Improvement Plan

I Am Ali

On June 3rd, 2016, Louisville lost one of its native sons. Muhammad Ali left a legacy of compassion and toughness that was embraced by communities far and wide. During the celebration of his life, the Louisville Downtown Partnership, led by the Ambassador team, sprung into action. From greeting many of the 2,500 international media members to assisting with events sponsored by Mayor Greg Fischer, Downtown Louisville truly represented the vibrancy of the Ali family.



Louisville Downtown Management District 2017 Budget & Economic Improvement Plan



**Louisville Downtown
Management District**

556 South 4th Street
Louisville, KY 40202
502.584.6000 Fax 502.584.6009
www.louisvilledowntown.org

Introduction

As integral parts of the Louisville Downtown Partnership, the Louisville Downtown Management District (LDMD) and Business Improvement District (BID) promotes, markets and advances the economic vitality of Downtown Louisville by making the Downtown experience the best it can be for businesses, workers, visitors and residents. LDMD pursues its mission by providing exemplary services directed at the now 69-block commercial core of Downtown Louisville. In the past 24 years, LDMD has been a key part of the success of Downtown, enhancing services furnished by local government and making Downtown a more vibrant place.

As Kentucky's first Business Improvement District, LDMD services are funded by incremental assessments of properties that are not governmental and are located within the perimeters of the Management District, the boundaries which are shown on the map on the next page. Additional revenue is secured through contracts for services, as well as advertising and sponsorship programs and project-specific fundraising. The core benefits LDMD provides boost Downtown commerce and provide an exceptional Downtown experience for businesses, residents and visitors; one that is clean, safe, fun and singular.

Downtown Louisville now boasts 65,900 workers, 4,700 residents and over 11 million visitors each year. LDMD provides outstanding "on street" services, as well as countless community enhancements. Our commitment to excellence is one of the solid cornerstones of Downtown Louisville's significant growth and positive momentum into the future. The continued growth and economic vibrancy of Downtown is critical to our community and region. Our partnership with the Downtown Development Corporation and both organizations' participation in the formation of the Louisville Downtown Partnership has been an important step in ensuring that future. We expect great things from Downtown in 2017, as well as from our staff and Ambassador team.



Business address:
Louisville Downtown Management District
556 South 4th Street
Louisville, Kentucky 40202

Phone: 502.584.6000
Fax: 502.584.6009
Website: www.louisvilledowntown.com

Find us on:
Facebook- [Downtown Lou](https://www.facebook.com/DowntownLou)
Twitter- [@Downtown_Lou](https://twitter.com/DowntownLou)

Clean and Safe team hours:
Monday-Saturday 7:00 AM – 10:00 PM
Sunday 7:00 AM – 3:00 PM

Summary of Profit and Loss for 2017

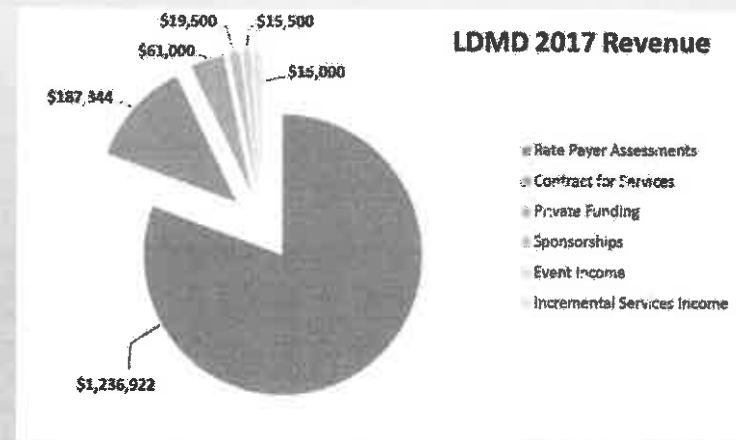
Revenue	
Assessments	\$1,236,922.00
Contracts for Services	\$187,344.00
Other Income Sources	\$120,483.00
Total Income	\$1,544,749.00
Expense	
Environmental/Appearance/Use	\$820,990.00
Economic Development	\$189,074.00
Planning/Project Management/External	\$305,429.00
Administration & Finance	\$187,703.00
Total Expense	\$1,473,968.00
Revenue / Loss Before Depreciation	\$41,553.00
Depreciation Expense	\$41,553.00
Net Revenue / (Loss)	\$0.00

For a complete budget, visit our website at www.louisvilledowntown.org.

In 2017, LDMD will continue to provide a high level of services to its rate payers that enhance the properties in the District, improve the daily experience of workers, visitors and residents and continue to facilitate economic development.

The service area will expand to support redeveloping areas adjacent to the current boundaries; physical improvement and marketing efforts will continue in a targeted manner that is responsive to the current needs of the District's ratepayers; and the Ambassadors will continue to be a recognizable presence in Downtown for locals and visitors alike.

Continuing and expanding the aforementioned services outlined throughout the report will enrich residential, business and entertainment experiences Downtown, which provide a tangible economic benefit to the ratepayers.



Services

Marketing, Communication and Events

Marketing, communications and events are some of the core functions of LDMD. In the past year, a variety of programs were used to engage stakeholders and visitors Downtown. These efforts include small urban interventions such as handing out peanuts on the Bat's opening day, professional sidewalk chalk drawings, street musicians and artists - all designed to enhance the Downtown ambiance both during large events and day-to-day. In addition, key partnerships with Louisville Public Media were developed throughout the year as supplemental marketing during key events.

LDMD also provided vital support to a number of other Downtown events through increased ambassadorial services, lending of event equipment and logistical coordination. LDMD directly ran events in targeted areas of Downtown as a way to attract visitors, support ancillary retail and provide benefits to Downtown workers.

Communication efforts are critical both to inform the community about upcoming events and to notify stakeholders of road closures and other issues that might affect their daily business. The Flash email blast provides updates on Downtown events and the Virtual Block Watch continues to be a critical tool in alerting people to detours, upcoming construction, runs/walks and other route changes in Downtown. A new web site was also launched, which will continue to be expanded and populated with information on Downtown, upcoming events and ways to do business Downtown.



Virtual Block Watch

To sign up for the LDP Virtual Block Watch, log onto our website and enter your email address in the box on the bottom right of your screen

2016 Initiatives

- Gonzofest
- Idea Festival Support
- Day of the Dead
- South Fourth St. Retail Support
- Light up Louisville Support
- NCAA Division I Men's Basketball Tournament Support
- Managed the Republic Bank First Friday Hop
- Resurfaced Support
- LCVB Convention Assistance and Support
- Greater Louisville Sports Commission Event Support
- Virtual Block Watch
- Utility and Infrastructure Coordination
- NCAA Men's Basketball Block Party Support
- Giant Pillow Fight on South 4th Street
- Pre-Derby Fashion Show on South 4th Street
- Derby City Jazz Festival Support
- 82nd Airborne National Chorus Lunchtime Performance
- Unveiling of Kentucky's Largest Disco Ball
- NuLuFest Support
- Downtown Living Tour
- Cornerstone Awards
- All Memorial Week Support

Services

Physical Improvements and Safety

LDMD works to improve the physical environment of Downtown on a daily basis. The Ambassadors provide an enhanced program of cleaning, litter removal, power washing, weed abatement and takes immediate action on issues affecting the physical environment. Ambassadors also engage panhandlers, provide safety escorts and work with Louisville Metro Police on criminal issues. Additionally, Ambassadors interact with stakeholders to provide information on Downtown, visitor assistance and staff the Informational kiosk stationed at key intersections in the District.

Some of the services provided include but are not limited to:

- 14 Ambassadors - 27,000 staff hours of on-street services
- 108,000 lbs. of trash collected from daily litter pickup
- 17,375 served by Hospitality Assistance
- 1,500 graffiti tags removed
- 536 hours of Power Washing
- 1,800 block faces of weed abatement
- Panhandling Outreach
- Assistance of 900 Motorists
- 738 served by Safety Escorts
- Snow removal at crosswalks

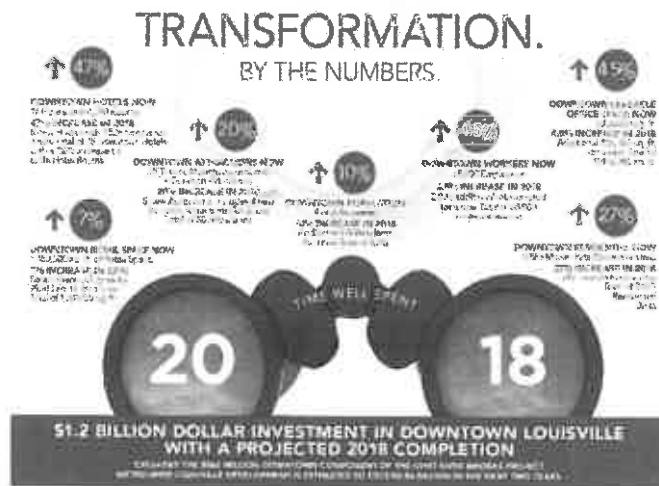
Special Beautification Programs

In addition to its other services, LDMD also provides supplemental beautification programs in conjunction with private sector partners. Flower pots throughout the core area dramatically enhance the street and replanting dead or missing trees enhances air quality, reduces the urban heat island effect and mitigates storm water runoff. The new Porous Pave project fills tree wells with a walkable surface, made from recycled tires, that still catches storm water, all while being flexible enough to prevent future trip hazards. LDMD's beautification projects both enhance the sense of place and provide sustainable solutions for Downtown challenges.

- 30 trees planted and maintained through MSD grants and private sector partnerships
- 197 Flower pots planted and maintained
- 2,300 waterings per month during growing season
- Expansion of beautification plantings from 37 tree wells to 70
- Implementation of Porous Pave Tree Well Project for Sustainable Tree Wells



Services



Research

LDMD maintains an extensive database of information on nearly every aspect of Downtown. This includes over 175 fact sheets and inventories covering economic information, demographic information and data on the physical environment.

Data Categories and Fact Sheets Maintained

LDMD offers the most complete source of up-to-date, accurate information about the Downtown marketplace. Businesses can use LDMD's data to make critical investment decisions, analyze office or retail locations, conduct market studies for retail and service businesses, and investigate new development opportunities.

Census

CBD jobs, employee demographics, historical employment, population, enrollment at Downtown colleges & universities

Investment and Development

Complete record of new construction and rehabilitation investments since 1965; projects currently under construction, announced or planned; list of properties for sale; maps depicting development activity, zoning, design review overlay and potential redevelopment sites; list and map of historically designated properties and districts.

Hospitality

Inventory including number of rooms, meeting and conference space; attendance for major downtown attractions and events; restaurants inventory listing seating, cuisine, price ranges, and hours of operation; list of theaters/performance halls including seating capacity and description of venue; list of museums and attractions; visitor map includes list of restaurants, hotels, attractions, and retailers.

Office Space

Inventory of all buildings showing total square footage, vacancy, classification, date and cost of construction or renovation, ownership, building management and/or leasing agent, absorption trends from 1983.

Transportation and Parking

Complete parking inventory - total supply, long/short-term allocations, availability, rate structure, accessibility and owner/operator; automobile and pedestrian traffic counts for selected intersections; bike lanes and bike facilities; transit accessibility.

Services

Residential

Inventory of condos and apartments in or adjacent to CBD, showing number of units, size, rental rates, occupancy, and owner/leasing agent; list of downtown amenities. Inventory of churches, schools, fitness facilities and child care centers in or adjacent to CBD, showing location, phone and other related information.

Retail Space

Inventory of all space organized by building or establishment including square footage, vacancy, date of construction or renovation, ownership, building management and/or leasing agent.

Streetscape and Built Environment

Inventory of streetscape amenities; signage, trees, lighting, sidewalk conditions, flower pots, trash cans, bike racks, etc.

For a complete list of all research categories and data, contact our office at 502.584.6000

Management and Administration

Throughout the past year, the Louisville Downtown Partnership and LDMD have continued to improve internal processes in order to provide the most efficient, transparent and responsible services possible. A new financial reporting system was implemented that better represents the financial information of the organization and better ties private donations to projects. The employee handbook and other policies have been updated to reflect current industry best practices.



2017 LDMD Boundary

Beautification Special Projects 2018

In addition to its other services, the BID also provides supplemental beautification programs with the support of private sector partners. Flower pots throughout the core area dramatically enhance the streetscape. Replanting dead or missing trees enhances air quality, reduces the urban heat island effect and mitigates storm water runoff. The BID's beautification projects both enhance the sense of place and provide sustainable solutions for Downtown challenges.

- 30 trees planted and maintained through MSD grants and private sector partnerships
- 150 flower pots planted and maintained
- 2,100 waterings per month during growing season
- New street signs designed and implemented
- Continued expressway access ramp improvements and landscaping



Alley Gallery

Alley Gallery is a project of the Louisville Downtown Partnership to repurpose alley and utility doors into an outdoor gallery featuring the work of local artists. Artists from Metro Louisville are encouraged to submit work for consideration for the Alley Gallery program. Sponsors can choose from this portfolio of work to be installed on their property doors. Since the final product is applied in vinyl, work of any medium is encouraged. Downtown property owners are invited to join LDP's effort to rejuvenate forgotten places with work by talented local artists. An interactive map of all 75 painted doors is available on our website for you to plan an outdoor gallery tour.

"I look forward to 300 doors of art," said U.S Representative, John Yarmuth, "We might have to have traffic lights in the alleys."



2018 Budget & Economic Improvement Plan

Louisville Downtown Management District
A Member Of The
Louisville Downtown Partnership



Welcome to 2018

The Louisville Downtown Partnership (LDP) is a unified economic development agency for Downtown Louisville and is comprised of the Louisville Downtown Management District (LDMD) and the non-profit Downtown Development Corporation (DDC). The LDMD promotes, markets and advances the economic vitality of Downtown Louisville by enhancing the Downtown experience for businesses, workers, visitors and residents. LDMD pursues its mission by providing supplemental services in the 69-block commercial core of Downtown Louisville. Since its founding in 1991 as Kentucky's first Business Improvement District (BID), LDMD has been a key part of the success of Downtown, enhancing services provided by Metro Government and making Downtown a more vibrant place.

BID services are funded by incremental assessments of non-governmental properties that are located within the boundaries of the Management District (the boundaries of which are shown on page 4). Additional revenue is secured through contracts for services, advertising and sponsorship programs, and project-specific fundraising. The core benefits of the BID boost Downtown commerce and provide a unique and positive Downtown experience for businesses, residents and visitors; one that is clean, safe and fun. All ratepayers are encouraged to reach out to the LDP with specific issues in your area.

Downtown Louisville now boasts nearly 66,000 workers, 4,800 residents and over 11 million visitors each year. The BID provides outstanding "on the street" services, as well as additional community enhancements. Our commitment to these services is one of the cornerstones of Downtown Louisville's significant growth and positive momentum into the future. The continued growth and economic vibrancy of Downtown is critical to our community and region. The BID's alliance with the DDC has been an important step in ensuring that future. We expect great things from Downtown in 2018, as well as from our staff and Ambassador team.

- Rebecca Matheny
Executive Director

2018 LDMD Board of Directors

Business Address:
Louisville Downtown Management District
556 South 4th Street
Louisville, Kentucky 40202

Ambassador Team Hours:
Monday-Saturday 7:00 AM to 10:00 PM
Sunday: 7:00 AM to 3:30 PM

Call our Hotline 502-664-8654 to contact a team leader during service hours.

Operations Manager, Brian Sandifer
Cell: 502-664-5585
bsandifer@louisvilledowntown.org

Jecorey Arthur	Michael Sadofsky
Belinda Baser *	Walter Shannon
Mike Beach	Jenny Denise Simon
Randy Childress *	Eric Spears
Paul Ford	Corky Taylor
John Ford	Robbie Valentine
Mariah Gratz *	Brad Walker
Robbin Hansen	Lee Weyland *
Ed Hartless	Julius Wilkerson
Ken Haskins	Scott Wright
Donald Lassere	Vanessa Burns
Steve Michael	Lt. Ron Heady
Stan Moore *	David James
Shane Maseley *	Rebecca Matheny
Cash Mator *	Barbara Sexton-Smith
Penny Peavler	Mary Ellen Wiederwohl

* Executive Committee Member

Budget Summary for 2018

Revenue	
Assessments	\$1,272,567
Contracts for Services	\$187,344
Other Income Source	\$201,305
Total Income	\$1,661,216
Expense	
Environmental/Appearance/Use	\$944,428
Economic Development	\$276,925
Planning/Project Management/External	\$200,325
Administration & Finance	\$200,396
Total Expense	\$1,622,074
Revenue / Loss Before Depreciation	\$39,142
Depreciation Expense	\$39,142
Net Revenue / (Loss)	\$0.00

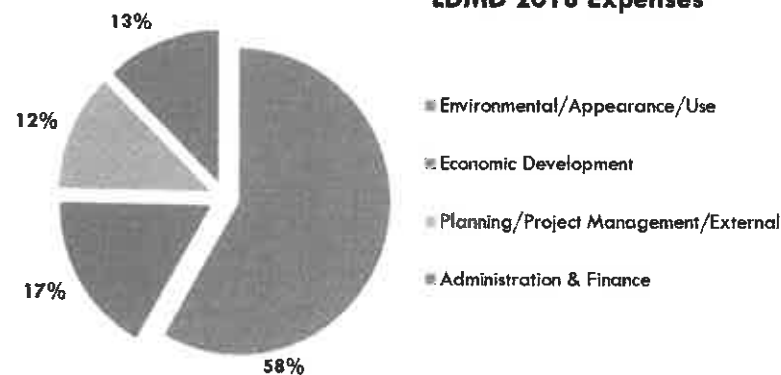
In 2018, the BID will continue to provide supplemental services to its ratepayers that enhance the properties in the District, improve the daily experience of workers, visitors and residents, and continue to facilitate economic development.

The service area will expand to support redeveloping areas adjacent to the current boundaries; physical improvement and marketing efforts will continue in a targeted manner that is responsive to the current needs of the District's ratepayers; and the Ambassadors will continue to be a recognizable presence in Downtown for locals and visitors alike.

Continuing and expanding the aforementioned services outlined throughout the report will enrich residential, business and entertainment experiences Downtown, which provide a tangible economic benefit to the ratepayers.

For a complete budget, visit our website at: <https://louisvilledowntown.org>

LDMD 2018 Expenses



BID Services

Marketing, Communication and Events

Marketing, communications and events are some of the core functions of the BID. In the past year, a variety of programs were used to engage stakeholders and visitors to Downtown, all designed to enhance the Downtown ambiance during large events and day-to-day activities. Key partnerships were developed with a variety of Downtown stakeholders throughout the year to support key events.

The BID also provided vital support to a number of Downtown events through increased Ambassadorial services, lending of event equipment and logistical coordination. The BID directly ran events in targeted areas of Downtown as a way to attract visitors, support ancillary retail and provide benefits to Downtown workers.

Communication efforts are critical both to inform the community about upcoming events and to notify stakeholders of road closures and other issues that might affect their daily business. In 2017, LDP launched an interactive construction and traffic map to aid motorists, cyclists and pedestrians as they navigate the many road closures in Downtown. To provide real time updates, we partnered with Flag Pros to send us daily reports about where they are sending crews in Downtown. In order to cross check this information and ensure construction sites adhere to the terms of their permit, we hired the country's first Construction Navigator to patrol congested sites around construction zones. The map is on our website, and is featured weekly on the Courier-Journal website. The Courier-Journal also publishes a version of the traffic map during extremely heavy event weekends.

2017 Marketing Initiatives

- IdeaFestival Support
- Day of the Dead Festival
- South Fourth St. Retail Support
- Holiday in the City Support
- Managed the Republic Bank First Friday Hop
- ReSurfaced Support
- LCVB Convention Assistance and Support
- Launched the Bourbon District

- Virtual Block Watch
- Utility and Infrastructure Coordination
- NuLuFest Support
- Downtown Living Tour
- Cornerstone Awards
- Launched new website
- "Transformation 2018 & 2019"
- ACC National Baseball Tournament Support
- Launched the Alley Gallery Program



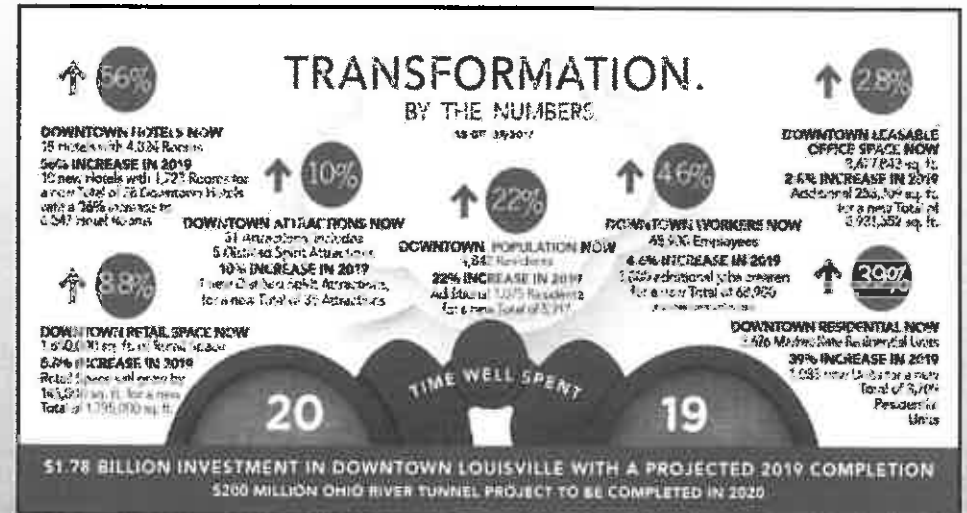
BID Services

Physical Improvements and Safety

The BID works to improve the physical environment of Downtown on a daily basis. Our Ambassadors provide an enhanced program of cleaning, litter removal, power washing and weed abatement, and they take immediate action to address issues that impact the physical environment. Ambassadors also engage panhandlers, provide safety escorts and work with Louisville Metro Police. In addition, Ambassadors interact with stakeholders to offer information on Downtown, provide visitor assistance, and from time-to-time, staff the informational kiosk stationed at key intersections in the District.

Here is what you can continue to expect in 2018. This data was collected between August 2016 and August 2017:

- 14 Ambassadors - 27,000 staff hours of on-street services
- 281,760 lbs. of trash collected from daily litter pickup
- 53,728 served by hospitality assistance
- 1,363 graffiti tags removed
- 487 block faces power washed
- 2,253 block faces of weed abatement
- Panhandling and homeless outreach
- Safety escorts
- Snow removal at crosswalks



Research Initiatives

Research

The BID maintains an extensive database of information on nearly every aspect of Downtown which is freely available to the public. This includes over 175 fact sheets and inventories covering economic information, demographic statistics and data on the physical environment. Businesses can use the BID's data to make critical investment decisions, analyze office or retail locations, conduct market studies for retail and service businesses, and investigate new development opportunities.

Available Information Includes:

Census

CBD jobs, employee demographics, historical employment; population; enrollment at Downtown colleges & universities

Investment and Development

Complete record of new construction and rehabilitation investments since 1965; projects currently under construction, announced or planned; list of properties for sale; maps depicting development activity, zoning, design review overlay and potential redevelopment sites; list and map of historically designated properties and districts.

Hospitality

Inventory including number of rooms, meeting and conference space; attendance for major downtown attractions and events; restaurant inventory listing seating, cuisine, price ranges, and hours of operation; list of theaters/performance halls including seating capacity and description of venue; list of museums and attractions; visitor map includes list of restaurants, hotels, attractions, and retailers.

Office Space

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Transportation and Parking

Complete parking inventory - total supply, long/short-term allocations, availability, rate structure, accessibility and owner/operator; automobile and pedestrian traffic counts for selected intersections, bike lanes and bike facilities, transit accessibility.

Residential

Inventory of condos and apartments in or adjacent to CBD, showing number of units, size, rental rates, occupancy, and owner/leasing agent; list of downtown amenities. Inventory of churches, schools, fitness facilities and child care centers in or adjacent to CBD, showing location, phone and other related information.

Retail Space

Inventory of all space organized by building or establishment including square footage, vacancy, date of construction or renovation, ownership, building management and/or leasing agent.

Streetscape and Built Environment

Inventory of streetscape amenities, signage, trees, lighting, sidewalk conditions, flower pots, trash bins, bike racks, etc.



2018 BID Expansion

Business Improvement District to Expand East and South

At the request of property owners, the Business Improvement District will expand its boundaries to include 18 new properties to the east and south of the existing District, including the recently expanded underpasses beneath I-65. Our Ambassador team will offer all of our services to these areas and will coordinate with property and business owners to build new relationships. The expansion (denoted in green below) reflects a growing Downtown and the need to accommodate emerging businesses and residences. Look for our Ambassadors in their signature green starting in January 2018.



2018 BID Service Boundary