



OFFICE OF THE MAYOR
LOUISVILLE, KENTUCKY

GREG FISCHER
MAYOR

September 14, 2017

President David Yates
Louisville Metro Council
601 West Jefferson Street
Louisville, KY 40202

President Yates,

The Louisville Downtown Management District (the "District") has had a direct impact on the development and ongoing success of Downtown. As such, property owners in the (i) redeveloping area south of York Street along South Fifth Street and a portion of South Fourth Street and (ii) emerging area around the I-65 corridor, including portions of East Liberty Street adjacent to the existing District and along East Main Street between I-65 and South Hancock Streets have shown interest in expanding the District to include those areas, as shown on the map of the two proposed expansion areas. We recognize this as a great opportunity to expand the clean, safe, and ambassadorial services to these areas and support the investment and growth already taking place.

Enclosed please find copies of signed petitions of property owners in the area representing (i) 100% of the total number of owners and 100% of the assessed value of properties within the first proposed expansion area to the south of the existing District, and (ii) 42.86% of the total number of owners and 72.96% of the assessed value of properties within the second proposed expansion area to the east of the existing District. Having received the required petitions from the property owners in excess of the amount required by KRS 91.754, I request that Metro Council enact an ordinance to approve the two proposed expansions of the Louisville Downtown Management District.

Thank you for your consideration.

Sincerely,

Greg Fischer
Mayor

A Petition Requesting the Expansion of the Louisville Downtown Management District

To: **The Mayor of Louisville Metro**
527 West Jefferson Street
Louisville, Kentucky 40202

communications, landscape beautification, supplemental maintenance of public right of way, and administration of these activities.

The undersigned petitioners have satisfied all requirements of 90 SB 224 entitled "An Act Relating to the Establishment of Management Districts in Cities of the First Class" (the "Act"), to initiate proceedings and enact an ordinance creating a management district (the "District") in Louisville, Kentucky, so that the power granted under the Act may be exercised by the District. In support of this petition, the petitioners show the following:

1. **Name.** The proposed expansion will be part of the "Louisville Downtown Management District" (the "District") which will continue to operate under that name.
2. **Boundaries.** The boundaries of the proposed District expansion shall be those described in Exhibits A, B and C attached hereto, which is made a part of this petition by reference.
3. **Authority.** The expansion area, shown in Exhibits A, B and C, shall be fully and equally part of the District. The District's authority is unchanged and the District shall be authorized to undertake economic improvements pursuant to the Act that specifically benefits "Property" (as defined by the Act) within the boundaries of the District. The District shall be authorized to levy and collect special assessments on property within the District, based on benefits conferred by the economic improvements and to pay all or part of the cost of such improvement projects and services. This collection is typically conducted through the Jefferson County Sheriff's Office in conjunction with property taxes; however, in the first year of service for property owners in the expansion area, invoices may be directly mailed to the property owners and collected by the District.
4. **Services.** The District shall be administered in accordance with an Economic Improvement Plan designating the general nature of the services to be provided within the District. Existing services will be provided equally in the expansion area. The Board of Directors of the District shall recommend a plan annually to the Metro Council for adoption. The current approved Economic Improvement Plan is attached as Exhibit B and includes Program Highlights, the Budget, Budget Narrative, Budget Charts, and Comprehensive Measures. Services of the District include: clean and safe activities, events, marketing, economic development,

5. **Cost.** The 2017 expense for economic improvements is as follows:

Expense	Cost
Environment/Appearance/Use	\$820,990.00
Economic Development	\$189,074.00
Project Management	\$305,429.00
Administration and Finance	\$187,703.00
Total	\$1,473,968.00

For 2017, total assessments, contracts for service, and other revenues for existing district total \$1,544,749. Please see the enclosed Economic Improvement Plan for the detailed 2017 Profit & Loss Budget.

- a) The actual cost of economic improvements shall be established by an annual detailed budget which shall be prepared by the board of directors of the District and adopted by the Louisville Metro Council.
- b) The cost of proposed economic improvements shall not exceed \$0.0831 per \$100 of assessed value of individual properties.
- c) The ordinance establishing the District to be adopted by the Metro Council shall include a provision which bases increases in the annual budget for improvements on inflation or new growth, as required by 90 SB 224.
- d) As required by the Act, monies derived from the assessments shall be applied only toward the Economic Improvement Plan and shall be used for no other purposes.

A preliminary projection of the assessment from the area of expansion is \$36,172.03.

6. **Method of Assessment.** Assessments for economic improvements provided by the District shall be ratably apportioned among the owners of the property within the District based on the assessed value of individual properties as determined by the Jefferson County Property Valuation Administrator ("PVA"), in relation to the assessed value of all property located within the District as a whole. If service in the expanded district, shown in Exhibit A, begins after January 1st, the assessment will be pro-rated to reflect the time of service provided within the calendar year. The full assessment will then take place the following year.

A Petition Requesting the Expansion of the Louisville Downtown Management District

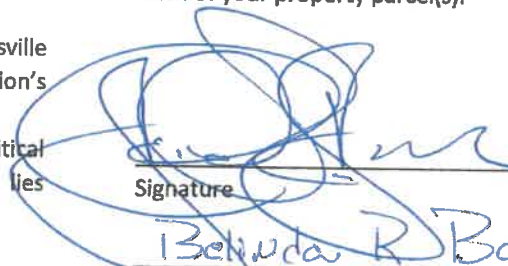
7. Board of Directors.

- a) The District shall be governed by a board of directors not more than 45 members;
- b) At least two-thirds (66.7%) shall be property owners or representatives of property owners within the District;
- c) A majority of the board of directors shall be property owners within the District;
- d) Appointments shall include at least one individual representing each of the following interests:
 - i. Owner or manager of retail business
 - ii. Owner of residential property
 - iii. Office building owner or tenant
 - iv. Owner or operator of a restaurant or food service;
 - v. A parking facility owner or manager;
 - vi. An owner or operator of a hotel/lodging facility.
- e) Ex-officio members of the board shall be as follows:
 - i. The Mayor, or Mayor's designee;
 - ii. The Director of the Department of Public Works or that Department's successor;
 - iii. The Senior Officer in command of the Police District which includes the Management District;
 - iv. The Executive Director of the Louisville Downtown Partnership or that Corporation's successor;
 - v. Any Metro Council member whose political district boundary, in whole or in part, lies within the District boundary.
- f) Powers of the Board shall include:
 - i. The right to transact business on behalf of the District, powers to name its organization, and to make bylaws and rules for the regulation and management of the affairs of the District;
 - ii. Powers necessary and proper to conduct the affairs of the District including and in accordance with the legislative authority granted in Chapter 160 of the Louisville Metro Code of Ordinances.

- hearing on the advisability of establishing the District and providing proposed improvement and services;
- c) Enact an ordinance at any time within six months after the hearing, establishing the District within the proposed boundaries and adopting the foregoing Economic Improvement Plan, which designates the nature of the proposed improvements and services to be provided within the District, the estimated cost and the method of assessment to achieve equitable apportionment of cost among owners of property within the District;
- d) Take any and all other steps necessary to establish the District.

WITNESS the signatures of property owners within the proposed district who together own property within the proposed district equal to 51% of total assessed value of property within the District and who also represent a number of property owners equal to 33% of the total number of property owners within the District, as required by 90 SB 224.

The subsequent page(s) include assessment information for each of your property parcel(s).


8/29/17

 Signature Date
 Belinda R. Baser

 Name (please print)
 Member

 Title
 Domino Partners

 Company
 427 E. Market Street

 Address
 Louisville KY 40202

 City State Zip

The Louisville Metro Council is hereby requested to take the following actions:

- a) Determine that this petition satisfies the requirements of the Act;
- b) Give proper notice and between first and second reading of the proposed ordinance, conduct a public

A Petition Requesting the Expansion of the Louisville Downtown Management District

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Audrey Oyer

 Signature Date

Cindy Oyer

 Name (please print)

Operations Manager

 Title

Hypura Building Comm Mgmt

 Company

332 W. Broadway #210

 Address

Gausell Ky 40202

 City State Zip

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A Petition Requesting the Expansion of the Louisville Downtown Management District

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Cynthia Torp 8/24/17
Signature Date
CYNTHIA TORP
Name (please print)
OWNER/PRESIDENT
Title
SOLID LIGHT, INC.
Company
800 S. FIFTH ST.
Address
LOUISVILLE, KY 40203
City State Zip

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A Petition Requesting the Expansion of the Louisville Downtown Management District

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Signature

8/11/17
Date

Name (please print)

Title

Company

Address

City

State

Zip

A Petition Requesting the Expansion of the Louisville Downtown Management District

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Samantha Collins 8.24.17
Signature Date

Samantha Collins
Name (please print)

Co-owner / vice president
Title

James Collins Downtown Ford
Company

809 S 5TH ST,
Address

Louisville KY 40203
City State Zip

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A Petition Requesting the Expansion of the Louisville Downtown Management District

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Bristol Main&Clay Partners, LLC

By: Bristol Main&Clay Holdings, LLC, It's Manager

By: 
Authorized Representative

8/25/17

Date

Title

40 Bristol Development Group
Company

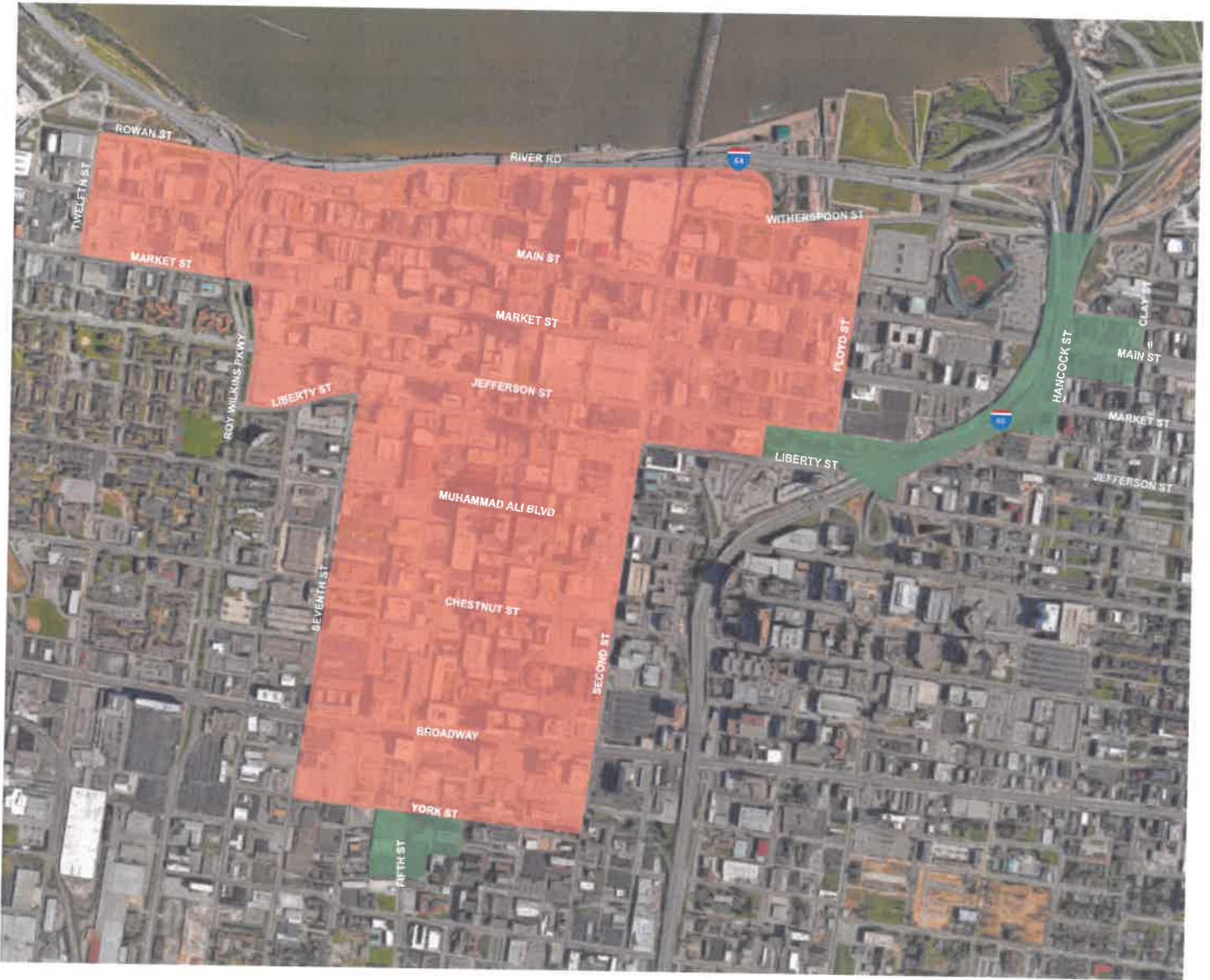
381 Mallery Station Rd, # 204
Address



Franklin TN
City State

37067
Zip

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-  Proposed expansion boundary
-  Existing LDMD boundary

Louisville Central Business District

Prepared By: Louisville
Downtown Management District

Scale: None

Date: August 2017

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
Twitter- @Downtown_Lou

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

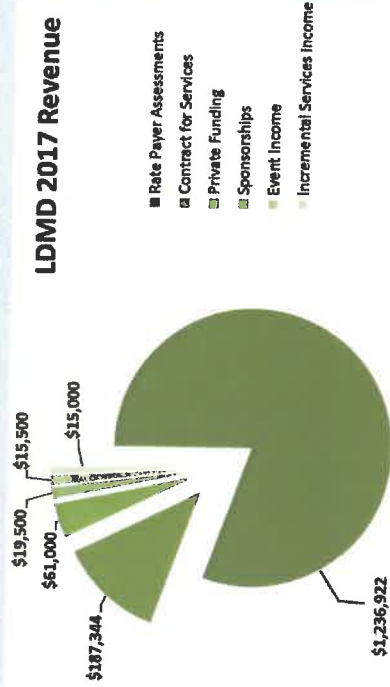
For a complete budget, visit our website at: www.louisvilledowntown.org.

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.

LDMD 2017 Revenue



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 Bar's opening day, professional sidewalk chalk drawings, street musicians and artists - all designed to enhance the Downtown ambience 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.

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
- Miami 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

8.19.16

TRAFFIC ALERT

3rd STREET
(between Market and Jefferson Streets)

TEMPORARILY closed for removal of public art from Kentucky International Convention Center

BEGINS 8/19 at 7 p.m.
REOPENS 8/22 at 5 a.m.

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

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 parhandlers, 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
- Parhandling 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



