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** Members of the Executive
 Committee*



**Louisville Downtown
 Management District**

556 South 4th Street
 Louisville, KY 40202
 502.584.6000 Fax 502.583.1677
 www.louisvilledowntown.org



Louisville Downtown Management District Business Improvement District 2016 Budget & Economic Improvement Plan



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 **23** 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, the LDMD Downtown Partner Program, 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 nearly **70,000 workers, 5,000 residents** and over **14 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 the continued **growth and economic vibrancy of our community** and region. Our partnership with the Downtown Development Corporation and both organizations' participation in the formation of the Louisville Downtown Partnership is an important next step in ensuring that future. We expect great things from Downtown in 2016, 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: 502.583.1677
 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



2016 Operating Budget Summary

Income

Assessments	\$1,177,917
Contracts for Services	\$205,694
Other Income Sources	\$130,281
Total Income	\$1,513,892

Expense

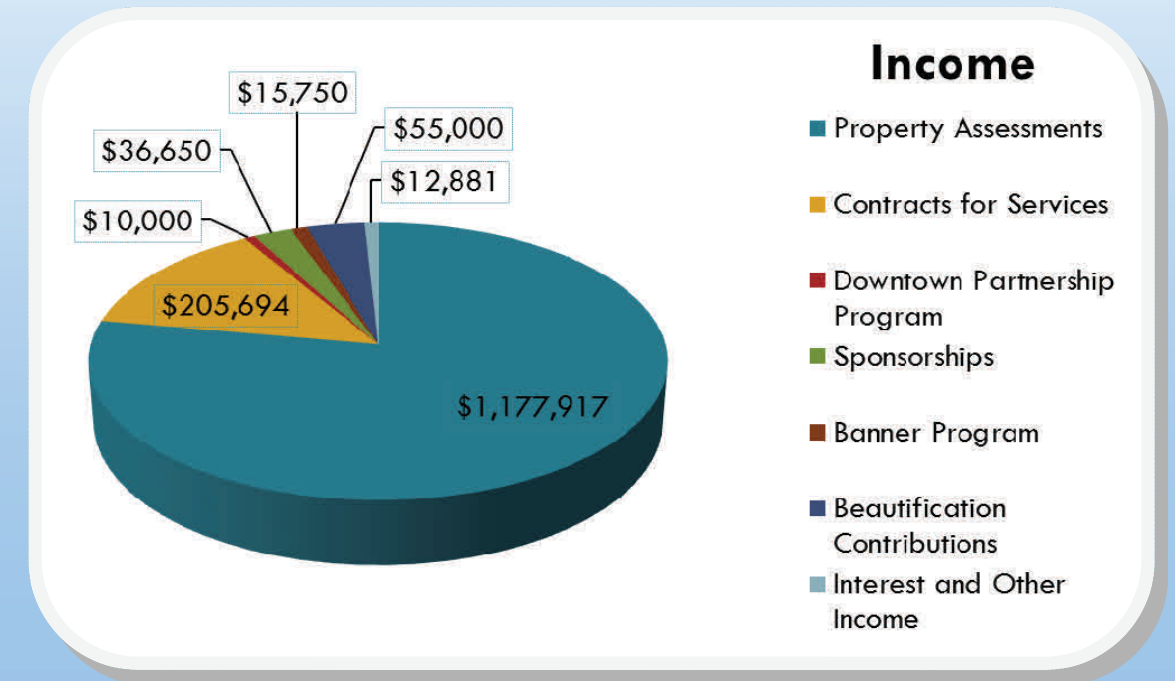
Environmental/Appearance/Use	\$820,779
Economic Development	\$153,219
Planning/Project Management/External	\$279,422
Administration & Finance	\$220,548
Depreciation	\$39,924
Total Expense	\$1,513,968
Net Income (Loss)	\$0

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

In 2016, 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.



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.
- 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**
Inventory of all buildings showing total square footage, occupancy and 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, occupancy, rate structure, accessibility and owner/operator; automobile and pedestrian traffic counts for selected intersections; 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 all fitness facilities and child care centers in or adjacent to CBD, showing location, capacity, amenities, hours of operation, cost and ownership.
- Retail Space**
Inventory of all space organized by building or establishment including square footage, occupancy and vacancy, date and cost 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, etc.

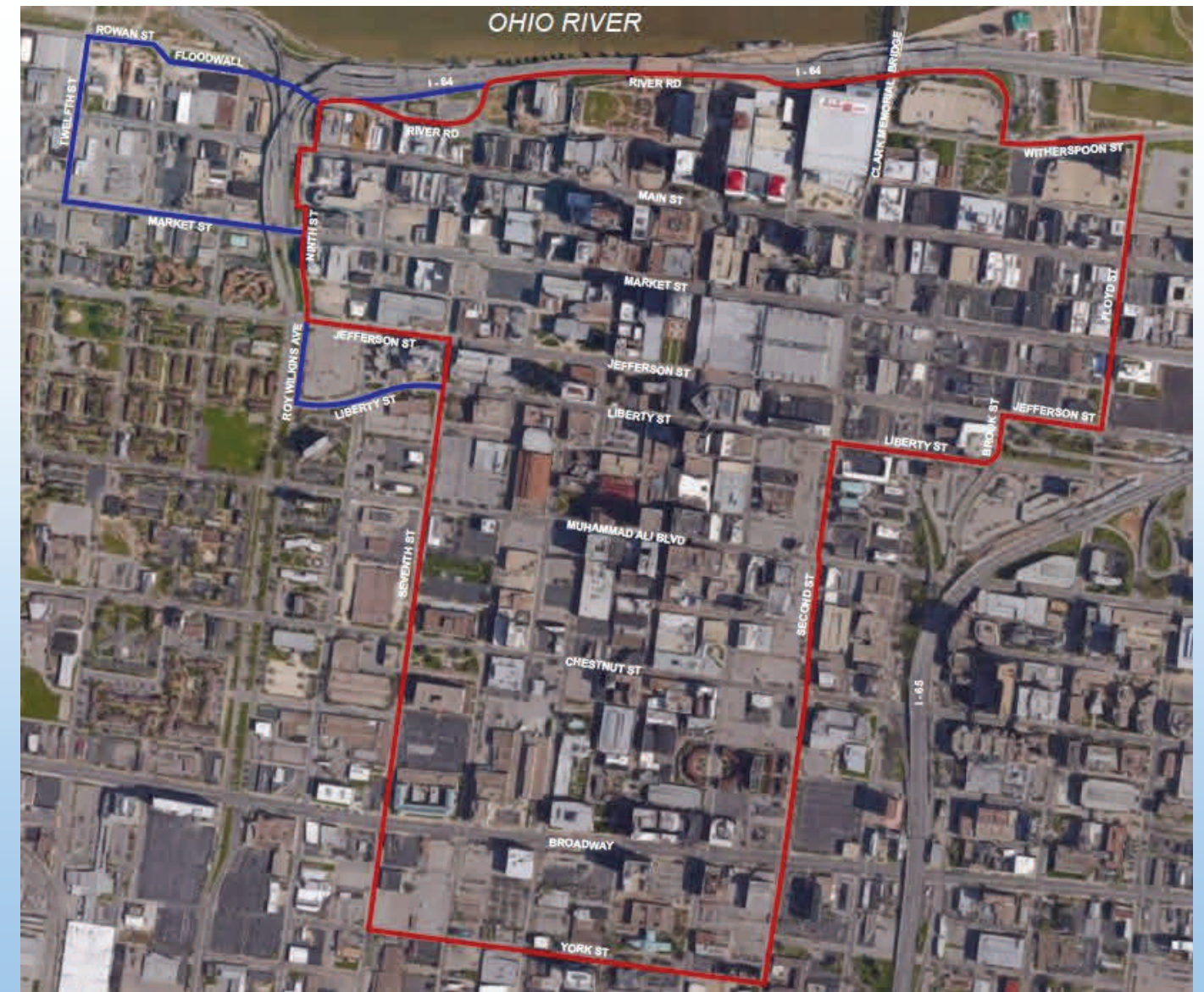
For a complete list of all research categories and data, contact our office at 502.584.6000.



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.

LDMD is proud to announce the expansion of the Business Improvement District indicated by the blue lines below. This connects current development with the rest of West Main and Market and aids in breaking down the 9th Street divide. The expansion reflects a growing downtown and the need to accommodate emerging businesses west of the highway overpass.



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.

2015 Initiatives

- Gonzofest
- Idea Festival Support
- Day of the Dead
- South Fourth St. Retail Support
- Light up Louisville Support
- NCAA Division II Fall Festival Support
- Managed the Republic Bank First Friday Hop
- Resurfaced Support
- Supply-A-Dream Block Party on KFC Yum! Center Plaza Support
- Bourbon Chase Support
- Color Run
- 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
- Re-Opening of Guthrie Street
- 10-Year Anniversary of Beautification Program



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 that picks up trash, power washes, kills weeds 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. Ambassadors also 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:

- **16** Ambassadors — Over 27,000 staff hours of on-street services throughout the year
- **138,000** lbs. of trash collected from daily litter pickup throughout the district
- **31,500** served by Hospitality Assistance
- **1,300** graffiti tags removed
- Power Washing
- **1,850** block faces of weed abatement
- Panhandling Outreach
- Motorist Assistance
- **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.

- **332** trees planted and maintained through MSD grants and private sector partnerships
- **191** Flower pots planted and maintained
- **2,300** waterings per month during growing season
- Expansion of beautification plantings from **37** tree wells to **65**
- Implementation of Porous Pave Tree Well Project for **Sustainable Tree Wells**

