



LOUISVILLE
DOWNTOWN
PARTNERSHIP

Louisville Downtown Partnership

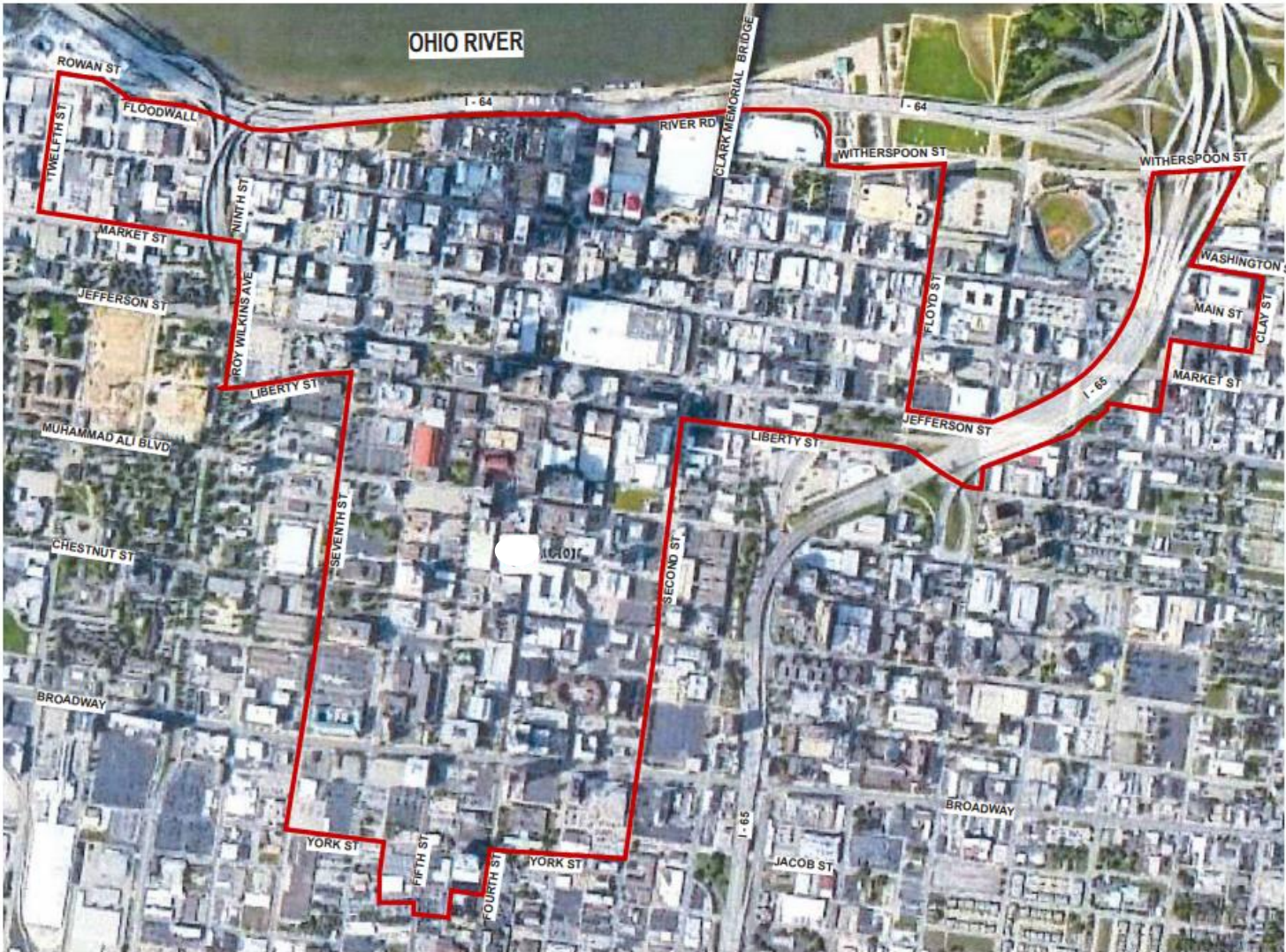
Louisville Downtown Management District

2021 Economic Improvement Plan and Operating Budget

Labor & Economic Development Committee Meeting, October 13, 2020

Rebecca Matheny, Executive Director

Louisville Downtown Management District

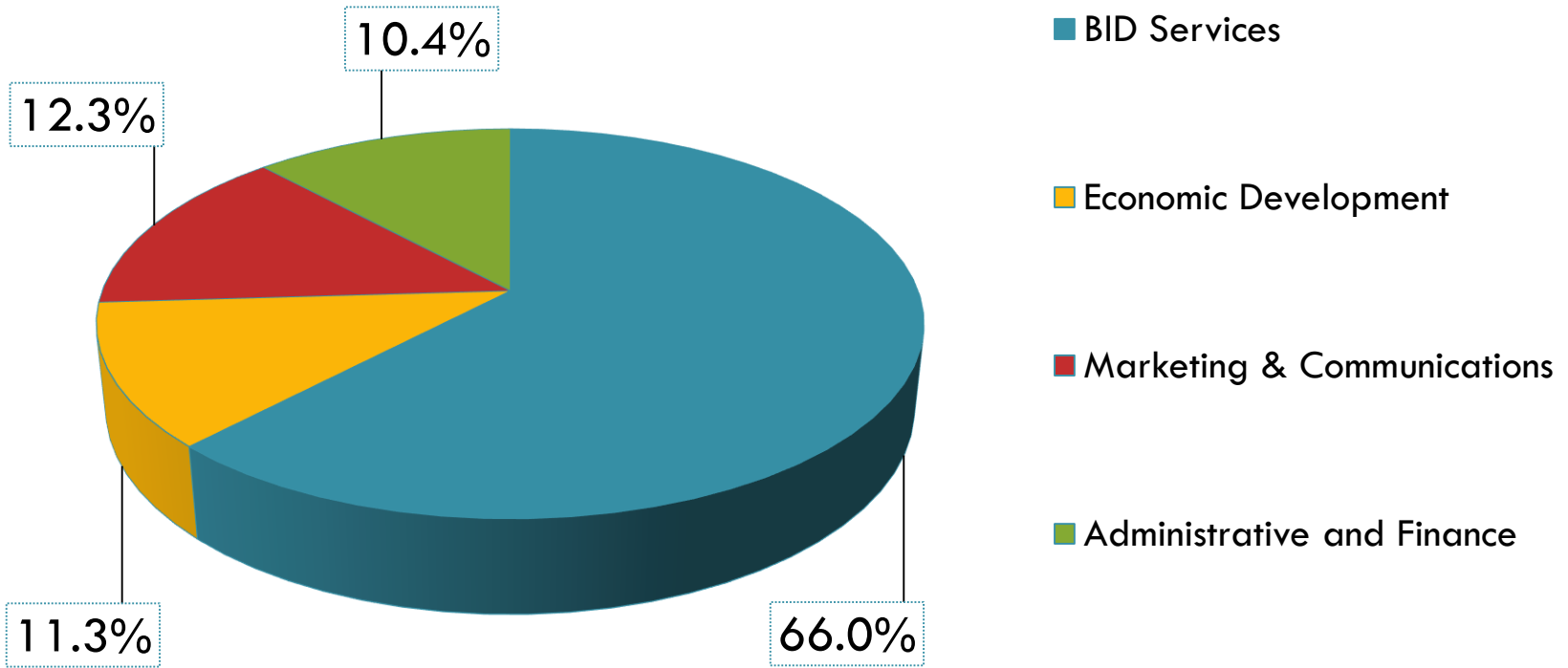


Operating Budgets



	Proposed 2021 Budget	2020 Approved Budget
<u>REVENUES</u>		
Total Revenues	\$1,717,320	\$1,756,000
<u>EXPENDITURES</u>		
Environmental / Appearance / Use	1,131,900	1,091,640
Economic Development	192,985	209,235
Marketing & Communications	211,060	246,760
Administrative & Finance	177,960	209,140
Total Expenditures	1,713,905	1,756,775
<u>NET ORDINARY REVENUE</u>	3,415	(775)
Non-Operating Revenue / (Expense)	(3,415)	775
<u>NET REVENUE</u>	\$0	\$0

2021 BID Operating Expenditures



Economic Development



Our plan for 2021 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, focusing on retail/entertainment/dining sectors
2. Implement our economic stabilization, recovery, and organizational response procedures to mitigate the impacts of the Covid-19 downturn and the civil unrest of 2020
3. Maintain a real-time inventory/map of businesses and tenants, implementing additional CRM capabilities to better connect and support our Downtown partners.

We will begin to:

1. Identify methods to attract tenants that would normally not occupy Class A office or office tower space.
2. Create and promote a destination retail/attraction and hotel recovery partnership.
3. Implement a retail/entertainment/food incubation plan for Downtown.
4. Increase our Downtown resident population, specifically targeting those individuals that work Downtown and in the medical district.



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 2021 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. Complete the rollout of Downtown neighborhood street signage
6. Coordinate with Metro Public Works to ensure proper restoration of roads and sidewalks

We will begin to:

1. Reconfigure existing space activation efforts as we able to gather again following Covid-19 closures (Music Alley, Re-purposed)
2. Provide technical assistance for the replacement of litter bins and street lights
3. Advocate in the interest of Downtown for future business and residential developments
4. Update the organization's internal standard operating procedures for emergency repairs and responses
5. Identify locations for pocket parks and other temporary installations that promote social distancing
6. When possible, provide timely notification to property owners and businesses that will be impacted by infrastructure work and advocate on their behalf during construction



BID Services



In 2021, 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. They provide safety escorts as well as liaison with Metro emergency responders to provide help to those in need.
- **Business Interactions:** During the performance of their daily duties, our Ambassadors have a great opportunity to interact with street-level businesses across the District. These interactions allow for our team to share information with our Downtown businesses and respond to their needs or concerns.
- **Public Space Enhancements:** The Partnership works on a variety of sponsored initiatives to make the streets and alleys of Downtown more interesting and appealing. These projects range from the annual Flower Pot program to art installations such as Alley Gallery which brought local artwork to over 200 service doors in the alleys and forgotten spaces throughout Downtown.



Marketing, Communications & Events



In 2021, 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, including the Bourbon District
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. Develop a set of promotional tools and organization resources for our stakeholders
2. Update our website to provide a more streamlined user experience
3. Establish a regular newsletter to Downtown business, residents, and stakeholders
4. Promote Downtown residential offerings through Downtown502living.com
5. Create an interactive events page specifically for Downtown



QUESTIONS?



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