



Louisville Downtown Partnership

Louisville Downtown Management District

2020 Economic Improvement Plan and Operating Budget

Labor & Economic Development Committee Meeting, October 24, 2019

Rebecca Matheny, Executive Director

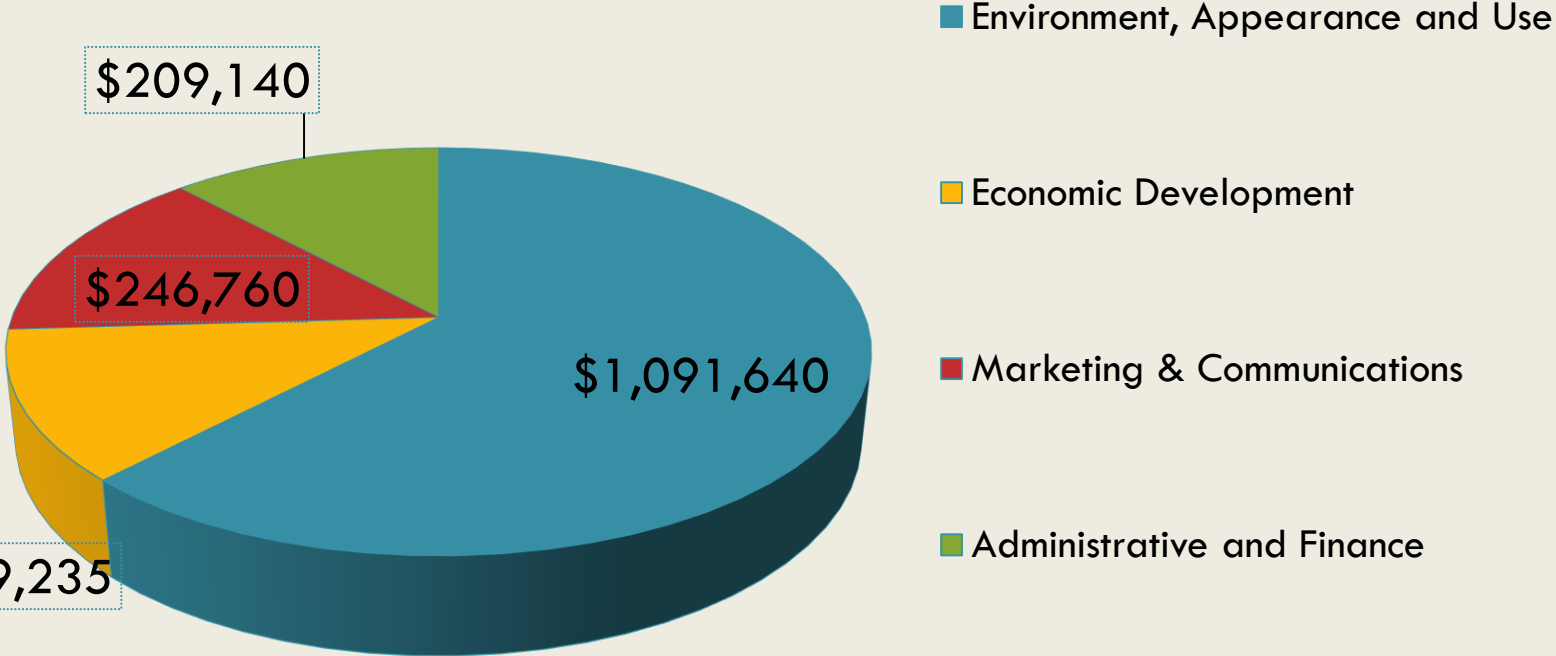
Operating Budgets



| | Proposed 2020 Budget | 2019 Approved Budget | 2018 Audited Results |
|--|-------------------------|-------------------------|-------------------------|
| <u>REVENUES</u> | | | |
| | | | |
| Total Revenues | \$1,756,000 | \$1,763,990 | \$1,657,939 |
| <u>EXPENDITURES</u> | | | |
| | | | |
| Environmental / Appearance / Use | 1,091,640 | 1,071,480 | 914,595 |
| Economic Development | 209,235 | 240,340 | 399,333 |
| Marketing & Communications | 246,760 | 242,500 | 242,216 |
| Administrative & Finance | 209,140 | 202,290 | 237,336 |
| | | | |
| Total Expenditures | 1,756,775 | 1,756,610 | 1,793,480 |
| | | | |
| <u>NET ORDINARY REVENUE</u> | 775 | 7,380 | 135,541 |
| | | | |
| Non-Operating Revenue / (Expense) | (775) | (7,380) | 9,217 |
| | | | |
| <u>NET REVENUE</u> | \$0 | \$0 | \$(126,324) |

Note: Independent auditor financials for 2018 Actual include Non-Operating Revenue/(Expense) within each appropriate functional expense category.

2020 Operating Expenditures



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**

Marketing, Communication & Events



2019 Initiatives

- Republic Bank First Friday Hop
- Derby Week Pop Up Shops
- Old Fashioned Fortnight Bourbon District Event
- Bourbon District Branding and Support
- Downtown Open House
- Dia de los Muertos on South Fourth Street
- Reactivation of ReSurfaced/RePurposed
- Cornerstone Awards
- State of the Downtown
- Annual Report
- Traffic Alerts
- Downtown Events Coordination
- Downtown stakeholder support
- Provided key operational and promotional support for all Downtown festivals and events



Physical Improvements & Safety



Some of the supplemental services provided by the BID include:

- **15 Ambassadors** — Over 31,000 staff hours of on-street services throughout the year
- **137,065 lbs.** of trash collected from daily litter pickup throughout the BID
- **12,818** served by hospitality assistance
- **2,015** business contacts
- **322** safety Escorts
- **1,599** graffiti tags removed
- **15,020** zone checks
- Panhandling and homeless outreach
- Snow removal at crosswalks



Special Beautification Projects



- **130** Alley Gallery Doors
- **124** Earth Planters – these self-watering units replaced the normal flower pots that were used for the first 12 years of the program. Some long-time flower pot sponsors helped to buy 67 of the 104 as a one-time donation in addition to their annual sponsorship.
- Painting of numerous streetscape items with high-gloss, black exterior paint.

